

LIFE

INDOCHINA, ALL BUT LOST
A PHOTO REPORT BY DAVID DOUGLAS DUNCAN



NICOLE MAUREY
BING CROSBY'S
NEW LEADING LADY

20 CENTS

AUGUST 3, 1953

REG. U. S. PAT. OFF.

Copyrighted material

The gift the girl you live for longs for!



Stunning Modern in blond oak with Lane's self-lifting tray. Model #2960. Same design available in American walnut, #2961. Lane Table, #346. Chest price—\$49.95*

For her BIRTHDAY
WEDDING · ANNIVERSARY
ENGAGEMENT

Buy
now!

SAVE \$10

on these **AUGUST SALE SPECIALS**

EVERY girl planning a future wants a Lane Cedar Chest . . . to gather and keep safe the lovely things she wants for her home-to-be.

Now—during the month of August—you can so easily make her wish come true. Many of these coveted, beautiful Lane Chests are specially priced to save \$10!

With a Lane, a girl magically gathers other gifts. Soon she'll own an exquisite collection of blankets, bed and table linens, towels, delicate lingerie . . . as friends and relatives help with her happy planning.

A Lane guards woolens and other precious be-

longings as no other storage method can—keeps them so wonderfully safe from moths and dust, as new and sweet-smelling as the day they were bought. And just one garment saved from moths can pay for a handsome Lane Cedar Chest.

Lane is the **ONLY** pressure-tested, aroma-tight cedar chest. Made of 3/4-inch red cedar in accordance with U.S. Government recommendations, with a moth-protection guarantee underwritten by one of the world's largest insurance companies, upon proper application. Helpful hints for storing are in each chest. The Lane Company, Dept. L, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ontario.

ALSO MAKERS OF LANE TABLES

LANE CEDAR CHESTS

AS LOW AS **\$49.95*** Easy terms
WHILE THEY LAST

© 1953, The Lane Company, Inc.



Charming 18th Century chest in mahogany with drawer in base. Automatic tray. Model #2964—\$59.95.* Lane Table, #150.



Streamlined Modern in walnut and Paldao woods. Automatic tray. Model #2963—\$49.95.* Lane Table, #337.



Graceful Modern in White Fawn mahogany with drawer in base. Automatic tray. Model #2962—\$59.95.* Lane Table, #240.



Graceful Queen Anne lowboy in rich mahogany with drawer in base. Rubbed satin finish. Model #2965—\$69.95.*

*\$5.00 higher in the West due to higher freight costs—slightly higher in Canada.

How to avoid dry, unruly
"sheepdog" hair this summer



NEW GREASELESS WAY TO KEEP YOUR HAIR NEATER ALL DAY

**New Vitalis with V-7 outdates messy oils . . . prevents
summer dryness, keeps your hair neatly in place**

In summer, sun and wind team up to *dry* your hair—make it harder to keep in place. Then swimming and showering give hair and scalp an added beating.

That's why your scalp is more likely to become parched and flaky with dandruff. Why your hair gets dull, wispy . . . stiff and brittle.

Is the answer a heavy oil or cream that coats your hair with greasy film? We don't think so. We think this cure is rather worse than the disease!

A new greaseless grooming discovery—V-7

Happily, we have now perfected a new, finer Vitalis Hair Tonic which contains a unique grooming agent called V-7. It is not animal, vegetable or mineral oil. It was developed in the laboratory

especially to overcome the disadvantages of various messy oils. It is *greaseless*.

New Vitalis with V-7 will make your hair manageable, so it stays neatly in place. Yet you never have an overslick, plastered-down look.

And Vitalis gives your hair extraordinary protection from sun, wind and water. New laboratory findings show that even excessively dried-out hair gets back its proper moisture content faster with Vitalis than with any other leading hair tonic.

Kills dandruff germs on contact

Another special virtue of new Vitalis Hair Tonic: our tests prove that it kills *on contact* the germs

many doctors associate with infectious dandruff. No mere oil or cream tonic will do this for you.

Even if you are satisfied with your present hair tonic, we think you'll find that Vitalis with V-7 does a noticeably better job. Try a bottle—and you'll see the difference. (*She certainly will!*)

New
VITALIS®
Hair Tonic
with V-7

Product of Bristol-Myers



This One



03FP-ABZ-67SQ



To 1 out of every 3

Why Kent ought to

THERE ARE many reasons why KENT has skyrocketed into the greatest popularity of any new brand of cigarette introduced in the last twenty years.

One, of course, is the wonderfully rich flavor of fine tobacco that gives you the enjoyment and satisfaction you want from any cigarette.

But the biggest reason for KENT's success is right before your eyes.

It is the fact that KENT's "Micronite" Filter removes up to seven times more nicotine and tars than other filter cigarettes.

The proof of this fact you see in these two photographs, just as millions do each week on the suspense-packed TV show, "The Web," and in store demonstrations across the country.

What the Micronite Filter does for you

It is an established medical fact that at least 1 out of every 3 smokers is sensitive to the nicotine and tars in tobacco smoke.

If you are one of these tobacco-sensitive people—yet still like to smoke—it is important that you smoke a cigarette that takes out *enough tars and nicotine to protect your health.*



Before the TV audience, two glasses are filled with smoke—one from a KENT, the second from another well-known brand of filter-tip cigarette, Brand X. Then the glasses are allowed to sit for a few minutes while the nicotine and tar particles in the smoke settle...

KENT's exclusive Micronite Filter removes nicotine and tar particles as small as 2/10 of a micron... so tiny that a grain of sand would cover about 5,000 of them.

This is *high* filtration—and no other filter approaches this effectiveness. Thus, KENT gives you the greatest health protection in cigarette history... and, at the same time, the satisfaction of true smoking pleasure.

How high filtration came about

The need for high filtration... for a really effective filter... has been recognized for years. But the P. Lorillard Company, makers of KENT cigarettes,

knew that the filters then (and still) in use could give only *low* filtration because they were made of plain cellulose, cotton or crepe paper.

Kent

takes out up to 7 times more nicotine and tars

cigarette smokers: be Your Cigarette



Look at the difference! See what's happened—when the glasses are removed, there's a dark, ugly stain left by the irritants in the smoke of the other filter cigarette. But from the KENT there's hardly a trace! Visual proof of the greatest health protection ever!

After long search, however, the makers of KENTs discovered that the material used to purify the air in atomic energy plants provided really *high* filtration.

Adapted for use in KENT's Micronite Filter, it has proved to be the most effective material yet found for removing microscopic impurities from smoke, the first to remove enough nicotine and tars to protect sensitive smokers.

Why you should try KENT

If you're one of the millions of smokers sensitive to tars and nicotine, you need the high filtration that only KENT offers you.

Try them! We're sure that after smoking a carton of KENTs you'll find you're getting much more enjoyment out of smoking and that you're feeling a whole lot better, too!

with exclusive
"MICRONITE" filter

—leaves in full, rich tobacco flavor.





WHAT COULD BE FRESHER or cooler these hot summer days than spanking white clothes? You'll find it easy to keep your white clothes really white if you wash them in Rinso's rich, gentle suds. The SOLIUM in Rinso is unconditionally guaranteed to make your clothes look whiter than the day you bought them—or your money back!

HOW TO KEEP WHITE CLOTHES WHITE

By Eleanor B. Cook, former Associate Editor of McCall's

Helpful hints from the makers of Rinso with SOLIUM

The white clothes that you love to wear during these blistering August days will always look their very whitest if you wash them in Rinso. Not just white as new, but actually whiter than new!

The reason is that Rinso contains SOLIUM, the marvelous whitening ingredient which, honest and truly, gets white clothes whiter than when they were brand new. You can see this with your own eyes, even before your wash is fully dry. Incidentally, you can wash almost any fabric safely in Rinso. Not only

cottons and wool, but the new synthetics, too.

Amazingly enough, you usually pay about 20% less for Rinso soap than for most other washday products. Why? Because it now costs us less to make Rinso—and we pass this saving on to you.

Remember this: Rinso with SOLIUM is guaranteed to get your white piques, voiles, and broadcloths whiter than brand new or your money back plus postage. This guarantee is proudly offered by Lever Brothers Company, 390 Park Avenue, N. Y. 22, N. Y.



COLLARS, CUFFS and areas likely to pick up ground-in dirt should be pre-scrubbed with thick Rinso suds before washing. Better still, wash your white things before they get too soiled. They will actually wear longer and certainly look better if you wash them frequently.



BLEACHING is not ordinarily necessary when you use Rinso with SOLIUM. However, bleaching is desirable for heavily stained cottons or linens. Use one tablespoon of any good commercial bleach per gallon of warm water. Soak for 10-15 minutes. Remove and wash immediately.

DON'T OVERLOAD—Your clothes washer cannot do a first-rate job if you overload it. A good rule to follow: never load the washer tub more than two-thirds full of loosely-packed clothes. Finally, use enough Rinso to maintain standing suds throughout the wash.



HOT WATER—Rinso's most important partner in keeping clothes white is your hot water heater. The hotter the water you use, the whiter your cottons and linens will be. If possible, set your water heater up to 180° F on wash days. It will pay off in dazzling whiteness.



SORT YOUR WHITE clothes according to fabric and how soiled they are. Four minutes in the washer with Rinso is plenty for fragile and lightly soiled items. Dirtier articles may have to be washed for ten minutes. Wash white nylon separately to avoid graying.





We seldom see a motorist so surprised or so delighted as when he takes his first ride behind the wheel of a new Cadillac. For, in that single journey, he discovers power and responsiveness—and handling ease and comfort—he never imagined possible in a motor car. It is, in essence, an education in all the good things of motordom. If you are still looking forward to this extraordinary experience, we urge you to come in and see us at your earliest opportunity. The car is waiting for you—waiting to give you the most revealing ride of your life!

YOUR CADILLAC DEALER

Cadillac

Jewels by Harry Winston

Copyrighted material

August sale! **CANNON** towels

REGULAR BATH SIZE **59¢** LARGE BATH SIZE **89¢** EXTRA-LARGE BATH SIZE **98¢**



Big, thick, thirsty beauties—usually priced far higher! Three popular bath sizes! Wide range of Cannon decorator colors—deep tones and pastels! Mix and match for smart, individual ensembles—bath towel, face towel, finger-tip towel, wash cloth!

Stock up and **save** at your favorite store!



Sparkling stripes in five exciting Cannon colors—wonderful in combination with solid color towels! Like all Cannon towels, they're softer, richer, *more* absorbent because of the exclusive Cannon "Beauti-Fluff" finish. The striped bath towel above about

69¢



A long life and lovely one for every Cannon towel because it's closely woven, stoutly hemmed, carefully finished. Charming "Carnation" bath towel above about

\$1.98

More women buy **Cannon** towels than all other brands combined!



Cannon Mills, Inc., 70 North Street, New York City 13 • Towels • Shirts • Stockings • Bedspreads • Draperies

LETTERS TO THE EDITORS

EVEREST CLIMBERS RETURN

Sirs:

Having puttered around the Himalayas off and on for a number of years and followed every recent Everest expedition in minutest detail, I could not fail to be impressed by the speed and fullness of your reportage ("Everest's Conquerors Come Back," LIFE, July 13).

JOSEPH G. HITREC

New York, N.Y.

Sirs:

When my husband and I vacationed in Darjeeling, we took this picture of Tenzing's home (below, right), a one-room flat and kitchen for which he pays 20 rupees a month. Most of the Sherpa onlookers have been porters on Everest. The man with the dog is one of Tenzing's relatives. The dog's name is Tenzing's Son. He's an Everest veteran, too, having served as mascot on last year's Swiss expedition.

MARIAN B. HALL, M.D.

Ajmer, India



● Tenzing will soon leave his flat. He plans to build a six-room house with the 12,000 rupees (\$2,520) raised for him by public subscription. Mme. Tenzing, who has always cooked on charcoal and never had ice before, will have a new electric refrigerator and a gas stove. Tenzing will direct a mountaineering school set up by the West Bengal State Government to mark the Everest conquest.—ED.

Sirs:

Your color photos taken by Hillary on top of Everest are amazingly good and, when you consider the difficulties, are nothing short of miraculous. How did he change from black and white to color film while wearing heavy gloves? Did he carry two cameras?

B. V. WILSON

Sedalia, Colo.

● One camera, Hillary's own standard Kodak Retina. He shot only color film, not removed until he returned to base camp. The black and white prints were made from his original color film.—ED.

MOVIE HULLABALOO

Sirs:

I feel I simply must protest your light treatment of what you call a "hullabaloo" ("Hullabaloo Over 'Moon

Is Blue," LIFE, July 13). The play may have been a hit and run for dozens of years, but it still makes fun of decency and insinuates that morality is old-fashioned. Congratulations to the Breen Office and the Legion of Decency. . . .

Mrs. J. E. DUNNIGAN

San Jose, Calif.

Sirs:

This is a wonderful movie, perfectly cast. I would not hesitate to recommend it to any clean-minded person.

VERNA COKER

Oakland, Calif.

Sirs:

. . . I am a teen-ager, so I know better than most adults how the emotions of a teen-ager can be twisted by reading such an article. It could lead to seeing this movie. Who knows what next?

ROSEMARY CLEMENT

Euclid, Ohio

Sirs:

My wife and I do not intend to see the film for the same reason we walked out on the stage version. We objected to it—not for the same reasons as the Breen Office and the Legion of Decency—but because it glorifies that most detestable of women, the All-American Star-Spangled Virgin with a head full of sex, whose motto is "kissing's fun—I've no objection to that," and whose law of life is "Affection—but no passion." Despite its naughty words and coyly flimflamed situations, the effect of this script is paradoxically right in line with the Breen and Church ideal: it is antisex.

RAY R. RUSSELL

Chicago, Ill.

TEXAS TRAVELERS

Sirs:

I must express my deep embarrassment ("The Eyes, Ears, Nose and Throat of Texas," LIFE, July 13). Can you possibly imagine what our reaction would be if a group of twittering females from Tibet were to descend on Washington and bleat their national anthem? Why can't Texans stop forcing themselves and their state down other people's throats?

HAZARD K. CAMPBELL

Corpus Christi, Texas

Sirs:

We Texans join with the embassy man in Beirut who would like to see the ladies come back. We hope they do go back—and stay. That would serve those Arabs right.

JOHN T. SWAIN

Grand Prairie, Texas

Sirs:

I am moved to correct a misunderstanding about the generosity of Mrs. Dial's group. I have been attending the University of Texas as a graduate student from Greece. Mrs. Dial's group is providing me with not only my tuition fees but my living expenses as well. They responded to my sincere effort to follow through with their original scholarship grant, and they have now seen to it that I can further my education with an M.A. in philosophy.

ATHANASIOS J. DELIKOSTOPOULOS

Austin, Texas

MARTIN LUTHER MOVIE

Sirs:

Thank you for "A Fine Movie about Martin Luther" (LIFE, July 13). Having seen the film, I feel that you did a fine job of presenting it in an unbiased manner.

JOHN C. LANDSKROENER

Quincy, Ill.

Sirs:

If the film is as good as you say it is, then it must be so because of the efforts of the director, producer and writers. You didn't mention any of them.

R. DOUGLAS VOGLINN

Louisville, Ky.

● The film was directed by Irving Pichel, produced by Lothar Wolff of Louis de Rochemont Associates, Inc. in collaboration with Lutheran Church Productions, Inc. It was written by Allan Sloane and Mr. Wolff.—ED.

PROVENCE IN STONE

Sirs:

Your "Provence in Stone" (LIFE, July 13) was magnificent. The pictures are so good and well presented that it seemed as if I were actually present in that province where once stood a great civilization.

ARMAND BETANCOURT JR.

Clewiston, Fla.

Sirs:

A trip I made several years ago to Provence has been momentarily, and completely, recaptured through LIFE's text and lovely color photographs. They recall a host of happy memories and a temporary quietude from the time-killing pace of this desperate century.

MARTHA-ANNE ALBRO

Delray Beach, Fla.

PRESIDENTIAL GRAVES

Sirs:

To complete your pictures of U.S. presidents' graves, (Speaking of Pictures, LIFE, July 6), it would be a kindness if you also showed the grave of Jefferson Davis at Hollywood Cemetery here in Richmond. Granted that technically he isn't eligible, why not include him *ex officio*, you all?

LUCY C. SMITH

Richmond, Va.



● Ex-President Jefferson Davis served two years in prison following the Civil War. Released at 58, he lived to be 81 and died of pneumonia in New Orleans in 1889. His remains were moved from there to Richmond in 1893.—ED.

RED BLANCHARD

Sirs:

I'm the CBS girl who answers Red's fan mail ("Zorch Is Dimph," LIFE, July 13). As I sit here sorting it (a recipe for fried kelp and whaleburgers, 30 soft drink bottle caps from a GI in France, a cardboard model of a 1916 Jaguar pickup truck, a shrunken head made from a crab apple, etc.), I realize I must clear the blast area and drop you a note of congratulations. If it's anything "threatened" you can depend on LIFE to pick it up. You sure did a dimph, exotically edgar job.

CATHY FURNISS

San Francisco, Calif.

Sir:

Crazy mag! Alla gab, alla time, allus on time. Wowwy!

ORIN BACHRACH

Los Angeles, Calif.

Please send



to _____ name
_____ address
city _____ zone _____ state _____

ONE YEAR \$6.75 in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is.

(1 year at the single copy price would cost you \$10.40)

(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill.

L-3431

Address all editorial and advertising correspondence to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Subscription Service: J. E. King, Gen'l Mgr. Address all subscription correspondence to: LIFE, 540 N. Michigan Ave., Chicago 11, Illinois.

Change of Address: Four weeks' notice required. When ordering change, please name magazine and furnish address imprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number. Time Inc. also publishes TIME, FORTUNE, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Bernard Barnes, Allen Grover, Andrew Heiskell, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice; Comptroller and Assistant Secretary, Arnold W. Carlson.



STANDING on her bed in the window so all the crowd can see, Rondi holds up first of several cards which extol virtues of mattress.

SPEAKING OF PICTURES . . .

... Girl bedded in a window turns spectators into actors

Of all the unlikely places to go to bed, a pretty 25-year-old brunette named Rondi Stratton chooses the display windows of downtown department stores. Employed as a pajama-clad demonstrator by the Sealy Mattress Co., she pretends to wake up and later fall asleep in full view of sidewalk pedestrians. Having attracted them to her bedside, she then delivers a sales pitch with lettered cards. To relieve the bore-

dom of this soporific routine, which sometimes actually puts her to sleep, Rondi amuses herself by mute flirtation with the male spectators. When she appeared at the Home Store in Dayton, Photographer Gordon Tenney hid himself behind a partition to take these candid pictures of Rondi's admirers (right), who put on an uninhibited act every bit as fascinating as the one going on inside the window.

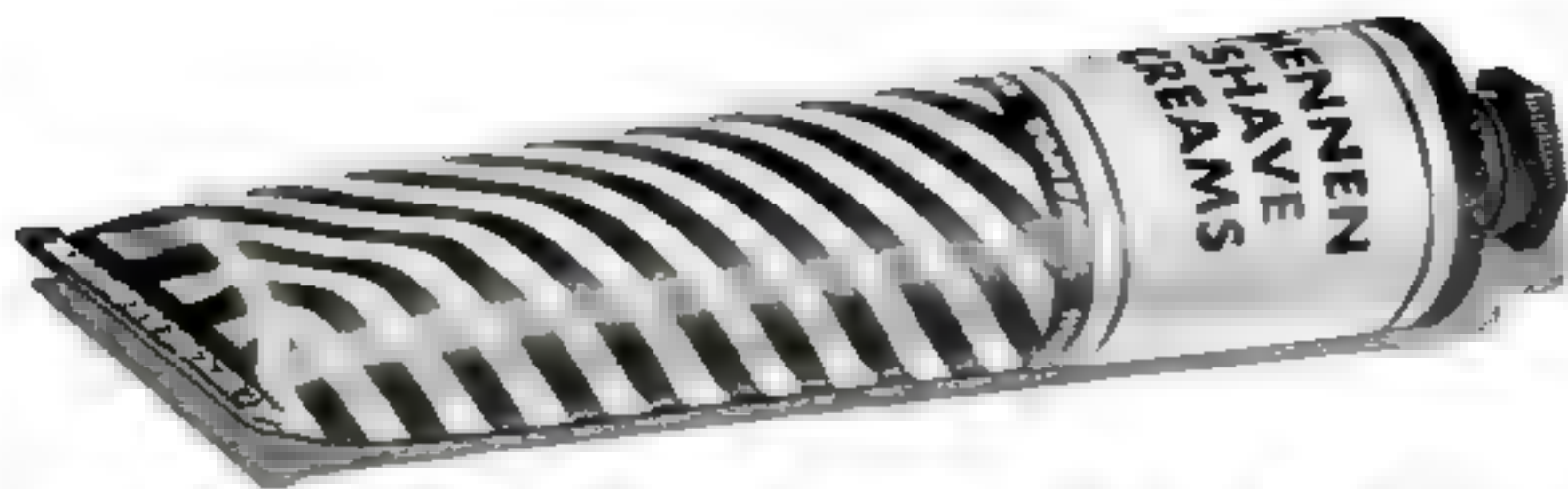


YAWNING, Rondi starts her 12-minute routine, which she repeats 35 times a day. In 2½ years on

job, appearing in department stores throughout the Midwest, she has worn out seven pairs of pajamas.







MAKE BLADES LAST LONGER

with the super whisker-wilting action
of any Mennen Shave Cream!



...and enjoy
easier shaving
even in the
"AWKWARD
ZONE!"

WHAT DO you want most in a shave cream—? Easier shaves? More comfortable shaves? Cleaner, closer, longer-lasting shaves—?

THEN—you want one of the 3 shave creams that make even the best razor blade last far longer . . . Here's why:

IF YOU'VE ever used tools, you know that hard, tough materials dull sharp cutting-edges far faster and sooner than soft materials. Your beard is no exception. Mennen Shave Creams make blades last longer by making beards softer—easier to cut. Which, of course, also means a cleaner, easier shave in every way—even in the "Awkward Zone" under your chin where the hairs grow every which-way!

PROVE IT — AT OUR RISK!

Test how many good shaves you are getting now from a single blade. Dry blade after each use. Make the same test with

Mennen. If you don't get more shaves per blade, mail us the unused portion of the tube for a full purchase price refund! Try this "show-down" test tomorrow morning . . . for, remember: the beard-softening action that best saves your blades, is best at saving your face, too.

THE MENNEN CO., MORRISTOWN, N. J.

MENNEN MAKES ALL 3!

LATHER REGULAR 33¢ and 53¢
BRUSHLESS 29¢ and 47¢
LATHER MENTHOL-ICED 53¢



MENNEN *shave creams* FOR MEN

LIFE

EDITOR-IN-CHIEF.....Henry R. Luce
PRESIDENT.....Roy E. Larsen
EDITORIAL DIRECTOR.....John Shaw Billings

BOARD OF EDITORS

Daniel Longwell.....CHAIRMAN
Edward K. Thompson.....MANAGING EDITOR
Mastland A. Edey.....ASSISTANT
Sidney L. James.....MANAGING EDITORS
John K. Jessup.....CHIEF EDITORIAL WRITER
Charles Tudor.....ART DIRECTOR

Robert T. Elson, Gene Carver
Joseph Kastner, Marian A. MacPhail,
Hugh Moffet, John Osborne,
Philip H. Wootton Jr.

STAFF WRITERS

Herbert Brown, Filmore Callous, Robert
Coughlan, Ernest Havemann, Winthrop
Sargeant, J. J. Sayre, Robert Wallace.

PHOTOGRAPHIC STAFF

Ray Mackland.....PICTURE EDITOR
ASSISTANT: London Wainwright.
Margaret Bourke-White, Cornell Capa, Ed-
ward Clark, Ralph Crane, Louisa Dean,
John Dominus, David Douglas Duncan,
Alfred Eisenstaedt, Eliot Elisofon, J. R.
Feynman, N. R. Furbush, Andreas Fein-
inger, Albert Fenn, Fritz Goro, Alan
Grant, Yale Joel, Mark Kauffman, Robert
W. Kelley, Dmitri Kessel, Wallace Kirk-
land, Nina Leen, Thomas McAvoy, Francis
Miller, Ralph Morse, Carl Mydans, Gordon
Parks, Michael Rautner, Walter Sanders,
Frank J. Scherschel, Joe Scherschel, George
Sik, George Skadding, W. Eugene Smith,
Howard Sochurek, Peter Stackpole, Hank
Walker.

FILM EDITORS: Margaret Sargeant, Barbara
Brewster, Miriam Smith.

ASSOCIATE EDITORS

Oliver Allen, Donald Birmingham, William
Jay Gold, William P. Gray, Mary Hamman,
Sally Kirkland, Kenneth MacLeish, Tom
Pridemore, Marshall Smith, Claude Stanush,
John Thorne.

ASSISTANT EDITORS

William Brinkley, John Crider, Earl Brown,
Robert Campbell, Gene Cook, John Dile,
David B. Dreiman, Lee Edington, Honor
Fitzpatrick, Ralph Graves, Mariet Hall,
Jerry Hannan, Richard W. Johnston, Mary
Leatherbee, Patricia O'Connell, Norman
Rosa, Dorothy Seiberling, Mary Lou Spen-
ner, Margit Varza, Valerie Vondermahl,
Robert Wernick, Keith Wheeler, A. B. C.
Whipple, Warren Young, David Zeitlin.

REPORTERS

Robert Ajemian, Shana Alexander, Mary
Elizabeth Barber, Margaret Bassett, David
Bergamini, Vivian Campbell, Barbara
Dawson, Anne Denny, Beatrice Dobie,
Terry Drucker, Laura Ecker, Clay Folker,
Jean Ferriss, Nancy Forbes, Nancy Gertl,
James Goode, Patricia Graves, Roxane
Guerrero, Terry Harman, Kay Hendry, Alice
Higgins, Helen Hodges, Judith Holden,
Bayard Hooper, Grayson Horan, Monica
Horne, Patricia Hunt, Leon Jaroff, Patricia
Johnson, Nancy King, James Leblenthal,
Marshall Lumaden, Helena Malinowska,
Mary Ellen Murphy, Loretta Nelson, Susan
Nouberger, William Pann, Eleanor Parish,
Patry Parkin, Maya Pines, John Porter,
Henriette Roosenburg, Katharine Salter,
Robert Shuyerson, Kathleen Shortall,
Gabrielle Smith, Jeanne Stahl, Marion
Steinmann, Henry Suydam Jr., Lary
Thomas, Alice Thompson, Virginia Unsell,
Claire Walter, Margaret Williams.

COPY READERS

Helen Duell (Chief), Dorothy Hison, Ber-
nice Adelson, Irmene Barry, Hilda Edson,
Clara Nicolas, Suzanne Seixas, Rachel Turk-
erman.

LAYOUT

Bernard Quinl, David Stech (Assistant Art
Directors), William Gallagher, H. de Adel-
berger, Matt Greene, Earl Kersh, Fernando
Martinez, Robert Pratt, Anthony Sodaro,
Alfred Zingaro.

PICTURE BUREAU

Dorothy Hoover (Chief), Natalie Kosek,
Mary Carr, Betty Doyle, Margaret Gold-
smith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY

William J. Somits (Chief), George Karas.

PICTURE LIBRARY

Alma Eggleston (Chief), Jennie Hart, Dora
O'Neil.

NEWS SERVICES

U.S. AND CANADIAN: Lawrence Laybourne
(Chief of Correspondents), Irene Saint,
Tom Carmichael, Robert Morse, Joan Snow,
Grace Revolson, Bureau Washington.
James Shepley, James Truitt, Mary H.
Caldwell, Helen Fennell, William Gool-
rick Jr., Will Lang, Chicago, Sam Welles,
George Hunt, Ruth Dennis, Robert Drew,
George Shiras, Los Angeles, Ben William-
son, Frank C. Smith, Stanley Flank, Vir-
ginia Hobbs, Philip Kunhardt Jr., Richard
Meyman Jr., Atlanta, William B. How-
land, Cules Phumay, Boston, Jeff Wyke,
John Bryson, Dallas, William Johnson,
Scott Lovitt, Houston, Willard C. Rap-
leye Jr., Denver, Ed Ogle, Charles
Chapman, Detroit, Fred Collins, Edward
Kern, San Francisco, Alfred Wright,
Richard Pollard, Jane Estes, Seattle,
Dean Brels, Ottawa, Bertell Hildman,
Byron Riggs, Montreal, James R.
Cowan, Toronto, Edwin Hess.

FOREIGN: Manfred Gottfried (Chief of Cor-
respondents), John Boyle, George Catrari,
Buenos Aires, Andre Lazuere, Donald
Burke, Dora Jane Harsh, Ruth Lynam,
John Mulliken, Moscow, Ward Pines, Eric
Galt, John Jenkinson, Mathilde C. Avario,
Nathalie Kotelnikoff, Joann McQuiston,
Milton Orshofsky, Bonn, Frank White, Roy
Rowan, Rome, Robert Nes, Jo, a Lover,
Maurice Piero, Saigon, Johannesburg,
Alexander Campbell, Middle East, James
Bell, New Delhi, James Burke, Singa-
pore, John Downing, Hong Kong, John
Meekins, Tokyo, Dwight Martin, Donald
Wilson, Mexico City, Robert Lubar, Pan-
ama, Philip Payne, Rio de Janeiro, Cran-
ston Jones, Buenos Aires, Ramelle McCoy.

PUBLISHER

Andrew Haskell
ADVERTISING DIRECTOR
Clay Buckhout

START! and GO! with HESTER!

GUARANTEED 3 YEARS



Equipped with the revolutionary

*Hydrocap
CATALYST BATTERY CAP

- Water lasts 7 times longer
- Prevents corrosion of battery
cables and terminals
- Fiberglass Separators
- More Power
- 50% Stronger Case

See your HESTER dealer or write.

HESTER BATTERY MFG. CO.

Nashville 10, Tennessee

(Several choice distributor and jobber
territories still open)

* Patent Pending

DELICIOUS HOT TIP FOR

Sunday Nite Supper!



KREY Sliced BEEF
with Brown Gravy over RICE

Tasty, satisfying and ooh so
easy! These tender slices of U. S.
Gov't. Inspected beef are already
flavor-roasted like you'd do it
and there's plenty of bubbling
gravy! Just heat and pour over
a bed of rice for a main-dish treat.
Wonderful with Krey Sliced
Pork, too! Try both!

Quality Midwestern
KREY PACKING CO.

KREY

Meats Since 1882
ST. LOUIS 7 MO.



Watermelon. Native to tropical Africa. The ripe fruit is over 90% water. Wonderfully refreshing salted with Morton's.

Any melon worth its salt...



Cantaloupe. Cultivated for over 2000 years. Though originally from Persia, its name derives from the Castle of Cantalupo, in Italy.



Honey Dew. Its very sweet, juicy, tender flesh makes it a summertime favorite. Most melon lovers prefer it salted... with Morton's.

is worth Morton's

America's best selling table salt. More people use Morton's because "when it rains it pours." Available iodized or plain (Morton pioneered iodized salt 29 years ago to help prevent simple goiter.)



When it rains
it pours



Power steering, power brakes, power seat, white side wall tires and full disc hubcaps optional at extra cost

Mercury Now Offers Three Great New Power Features



POWER STEERING



POWER BRAKES



4-WAY POWER SEAT

Come in and see how Mercury's new power brakes give smoother, faster stops with half the effort. Notice how power steering does three quarters of the work. Learn how Mercury's 4-way power seat tailors leg-room and visibility to any size driver in seconds and, on a long trip, adjusts at a touch to erase muscular fatigue. Couple all these with Mercury's *proven* V-8 performance (not a straight "8" nor a "newcomer" V-8) and you're in for a ride you'll remember. Why not stop around now for your road test?

MERCURY DIVISION • FORD MOTOR COMPANY

Move ahead with —

MERCURY

Get more for your money



Symbolizing the Progress of Ford Motor Company's 50th Anniversary — 50 Years Forward on the American Road

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1953 BY TIME INC.



DUNCAN



MYDANS



WALKER



SOCHUREK



DOMINIS



SCHERSCHEL



BOURKE-WHITE



ROUGIER

A LOOK BACK MAKES US PROUD

As we were putting this issue to press and the final details for the signing of a truce in Korea were being worked out, we found ourselves—like millions of other Americans—looking back. On June 25, 1950 LIFE's David Douglas Duncan was on a beach near Tokyo when a fisherman told him of the North Korean attack. Two days later Duncan was shooting the first news pictures of the fighting. Since then 10 other photographers and 10 correspondents have reported the pendulum of events in Korea for LIFE. The course of war can be read in our photographers' assignment sheet: the retreat to the Pusan perimeter, Duncan and Carl Mydans; the Inchon invasion, Mydans and Hank Walker; the drop with the 187th Airborne, Howard Sochurek; the dash to the Yalu, Walker; the retreat from Changjin, Duncan; the push back into North Korea, John Dominis and Joe Scherschel; the spring offensive of 1951, Mike Rougier. After the nerve-tearing stalemate began, Margaret Bourke-White photographed the behind-the-lines war on guerrillas. Werner Bischof described life in the Koje prison camps. Rougier and Horace Bristol reported Eisenhower's visit. With Jun

Miki, Rougier covered the negotiations at Panmunjom, and the truce riots in Seoul.

In the 157 weeks of its duration the Korean war has been reported by some 454 pages of pictures shot by those photographers shown above. This week we went back through the files of pictures from Korea. Some of those we pulled out you will find on pages 16 through 19. We can't, of course, reprint all we would like, but we hope these few will remind you of the many others worth remembering.

We are saddened, as we recall the war, at the death of Wilson Fielder, TIME-LIFE correspondent who was ambushed in the early days of the war. Three other LIFE photographers and reporters received injuries of one sort or another in Korea. Most of those who saw action have been reassigned—Mydans to London, Dominis to Dallas, Walker to Washington. Dave Duncan has just returned from Indochina where he photographed the story on pages 73 through 91 of this issue, and Joe Scherschel is on his way to Korea for the second time where he will relieve Mike Rougier. Looking back, we are very proud of them all.

CONTENTS

COVER

NICOLE MAUREY, BING CROSBY'S NEW LEADING LADY (SEE PP. 66-68)

THE WEEK'S EVENTS

NO WHISTLES, NO CHEERS, NO DANCING FOR KOREA 15
THE MOUNTBATTENS AND ENGLAND'S THRONE 20
8TH INNING, CONGRESS COMES TO PLATE 22
TEASING RAINS FALL ON TEXAS 26
LIFE ON THE NEWSFRONTS OF THE WORLD 33
DANGEROUS TEACHING BY AIR FORCE JET PILOTS 38

EDITORIALS

INDOCHINA, FRANCE AND THE U.S.
A DENT IN THE TEACHER SHORTAGE 28

PICTORIAL ESSAY

THE YEAR OF THE SNAKE 73
PHOTOGRAPHS AND TEXT BY DAVID DOUGLAS DUNCAN

ARTICLE

THE ATLANTIC AND I, by ANN DAVISON 45

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY
PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND

MUSIC

ITALIAN GRAND OPERA AL FRESCO 58

FASHION

MEN TRY SHORTS FOR TOWN 61

MOVIES

RITA, MARLENE AND THE FARMER'S DAUGHTER 65

SPORTS

NEW WAYS TO GO UNDER 70

OTHER DEPARTMENTS

LETTERS TO THE EDITORS 7
SPEAKING OF PICTURES: GIRL BEDDED IN WINDOW TURNS
SPECTATORS INTO ACTORS 8
LIFE GOES TO A FANCY MADRID HOTEL OPENING
MISCELLANY: BLITHEFUL ON THE EIFFEL 100

IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED
IN ANY MANNER WITHOUT WRITTEN PERMISSION

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several

sources, credit is recorded picture by picture (left to right, top to bottom) and bar by line (lines separated by dashes) unless otherwise specified.

COVER—FRANCESCO SEAVULLO
7—BY CHARLES ROSSON
8-9—GORDON TENNEY FOR THE DAYTON DAILY NEWS
15—MARK KAUFFMAN—A.P.
16—CARL MYDANS, MICHAEL ROUGIER—HOWARD SO-
CHUREK
17—HANK WALKER—MARGARET BOURKE-WHITE
18—HANK WALKER
19—DAVID DOUGLAS DUNCAN
20—© BARON, © LAFAYETTE LTD.—A.P.

31—K.P.A. INC. T. LY.
32—HANK WALKER
33—MARK KAUFFMAN, GEORGE SKADDING—GEORGE
SKADDING, HANK WALKER (2)—HANK WALKER
34—MARK KAUFFMAN, GEORGE SKADDING—HANK
WALKER
35—GEORGE SKADDING
36, 37—JOHN DOMINIS
38—T. A.P.—NOT THOMAS D. STEVENS FOR PROVIDENCE
JOURNAL-BULLETIN

39—MOHAMED YOUSSEF FROM AKBAR-EL-YOM—LISA
LARSEN—K.P.A.
40, 41—J. R. EYERMAN
42—PETER ANDERSON HENLE
43—PETER ANDERSON—MAP BY TONY SODARO
44—PACO
45—TOMMY COULTHARD
46—FRANCIS—JOHN KESSEL
47—ALFRED EISENSTADT

51—LISA LARSEN—ALFRED EISENSTADT—FRANCIS
MILLER
52—FRANK SCHERSCHEL
53—PARAMOUNT PICTURES
54—FRANK SCHERSCHEL
55, 56—LOOMIS DEAN
57—MAP BY TONY SODARO
58—FRANCIS—YALE KIEL
59—MARK MOULD FROM MAGNUM

ABBREVIATIONS: BOT., BOTTOM; ©, COPYRIGHT, EXC., EXCEPT; LT., LEFT; T., TOP;
A.P., ASSOCIATED PRESS; K.P.A., KEYSTONE PRESS AGENCY THE ASSOCIATED

PRESS IS EXCLUSIVELY ENTITLED TO THE REPRODUCTION WITHIN THE U.S. OF
THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

In 1953 Mobilgas Economy Run... *GRAND SWEEPSTAKES AWARD WON WITH B-W OVERDRIVE!*

(No car has ever won the Economy Run without
this famous gas-saving transmission)



*In addition—all 9 top cars on a miles-per-gallon basis were equipped with
B-W Overdrive which is today offered on 13 leading makes of cars.*

For 1206 grueling miles, 1953 stock models of leading motorcars competed to see which could wring the most from each gallon of gas. Again, as in every run since 1936, a car with B-W Overdrive took the coveted ton-mile top award. Besides that, the 9 best miles-per-gallon records were made by cars equipped with B-W Overdrive!

American Automobile Association

rules permitted only normal driving methods. Mountains, city traffic, every kind of highway—through it all B-W Overdrive saved gas for the winners because it automatically cut down engine revolutions 30%. So when a car did 30 miles an hour, the engine did only 21. At 50, it did only 35.

B-W Overdrive will save gas for you, too—and spare your engine. Besides,

it will add quiet and comfort... easier driving with less traffic shifting. In your new car, get the economy and pleasure of B-W Overdrive. The low initial cost will come back to you in savings.

Today, 19 out of the 20 makes of cars contain B-W parts such as overdrives, standard and automatic transmissions, clutches, universal joints, propeller shafts, radiators and timing chains.

*Get more out of
your new car with
B-W Overdrive!*

- Boosts gas mileage
- Saves engine wear and repair
- Quiets the engine—reduces vibration
- Delivers full emergency power instantly
- Makes driving more fun—anywhere
- Keeps a car young and modern longer



**ALMOST EVERY AMERICAN BENEFITS
EVERY DAY FROM THE 185 PRODUCTS MADE BY**

BORG-WARNER

These units form BORG-WARNER, Executive Offices, 310 South Michigan Ave., Chicago: ATKINS SAW • BORG & BECK • BORG-WARNER INTERNATIONAL • BORG-WARNER SERVICE PARTS • CALUMET STEEL • CLEVELAND COMMUTATOR • DETROIT GEAR • FRANKLIN STEEL • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHIEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • PESCO PRODUCTS • REFLECTAL CORP. • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD. • WOOSTER DIVISION



PRESIDENT EISENHOWER, LIEUT. GENERAL CLIFTON B. CATES AND HIGH GOVERNMENT OFFICIALS (REAR) SALUTE AS MARINE BATTERY FIRES A 21-GUN SALVO

NO WHISTLES, NO CHEERS, NO DANCING

As the world waited expectantly for the guns to cease fire in Korea, the guns boomed out at Quantico, Va., where the Commander in Chief stood at attention for the presidential salute. At the Marine base in an informal council of state, President Eisenhower had gathered virtually all of his principal civilian advisers together with the Joint Chiefs of Staff. Like millions of other Americans this high council spent the weekend impatiently awaiting the conclusion of the tortured and protracted negotiations at Panmunjom. The details and the agenda of their discussions were closely guarded but the main subject was an open secret—the massive problems raised by the imminent truce. For it was plain that the end of fighting in Korea, at this moment in history, did not promise either surcease from anxiety or lasting peace. If in American hearts there was momentary relief and thanksgiving because of respite from bloodshed, in many minds doubts remained about the truce and the policy that led to it. Even those shocked by President Syngman Rhee's continuing and seemingly irresponsible efforts to block the truce negotiations gave only reluctant assent to the course to which the U.N. was committed. Since there was no real victory, there was no occasion for celebration—no whistles, no cheering, no dancing in the streets.



AT PANMUNJOM PICASSO DOVE TEMPORARILY DECORATES NEW PEACE HUT

In Korea, during the last hours, the war waned in a bloody but irrational pattern of senseless attacks by the Communist armies. As the Reds wasted blood in futile fighting, so they wasted time in drawn-out haggling over truce terms. They even tried a final sly propaganda trick. Over the doorway of the hut which they had erected to house the formal ceremonies for signing the truce they had affixed Picasso's peace dove—that deceitful symbol of the phony Communist peace offensive. But when U.N. officers announced that they would not enter the hall under such a misleading sign, the dove fluttered down quickly. The document to be signed in the hut was long and complicated. It committed both armies to withdraw from their battle lines and establish a neutral zone, to accept supervision of their lines by a commission of four nations, to exchange prisoners of war under supervision of still another commission. Then, within 90 days, a political conference will discuss the outstanding problems raised by the war. But even if a settlement is reached, the war itself will be long remembered for its cruelty, horror, pity, frustrations and desperate bravery—some of which is recorded in the following four pages of memorable photographs taken during the three years of bitter fighting by LIFE's photographers on the Korean battle lines.



WAR ORPHAN

The little boy who wouldn't smile, 5-year-old Kang Koo Ri, an orphan of the war, eventually found shelter and happiness in an orphanage in Taegu.

ROADSIDE SLEEPERS

Exhausted GIs (left) and their sleep by the roadside were part of the grueling U.S. forces moving northward to meet the enemy in the second week of war.





RED SURRENDER

Terrified Red soldiers, flushed from their hiding place in a red-belted bush, surrendered to American GIs in U.N. zones liberated for the July 19-20.

COMBAT JUMP

With the North Korean army seemingly broken in October 1950, 100+ men of the 351st Airborne parachuted (left) into Red territory north of Pyongyang.

WAR WITHIN A WAR

A dead guerrilla (right) was the prize of South Korean police who fought throughout the war against Red terrorists working far behind the battle lines.

CONTINUED ON NEXT PAGE





INCHON INVASION

Scrambling from their landing craft to the sea wall on the beaches of Inchon, assault waves of Marine infantrymen lead the U.N. forces in a bold sea invasion to the enemy's rear in 1950.

WINTER RETREAT

Filing past comrades killed by a Red Chinese ambush, weary Marines (*opposite*) marched from Changjin Reservoir to a haven on the Japan Sea in the tragically humiliating retreat of 1950.



RACE TO SEOUL

Braving the fire of enemy snipers in the bush-covered hills (*left*), a Marine went down as the U.N. forces raced inland for Kimpo airport and the attack on Seoul after the capture of Inchon.





IN FULL REGALIA Lord and Lady Mountbatten display decorations awarded by crown. He wears robe of Knight of Garter. Her sash is from Venerable Order of Hospital of St. John of Jerusalem. In navy uniforms (below) Mountbatten and Philip wear Knight of Garter ribands



THE EARL'S FATHER WAS A BRITISH ADMIRAL

MOUNTBATTENS

A plan to name Philip as regent worries

BY CABLE FROM LONDON

Last week, in his best clinical manner, Acting Prime Minister "Rab" Butler gave the House of Commons some news that was sure to please both of Britain's royal sisters. The Tories plan to amend the Regency Act of 1937 so that Princess Margaret will not become regent, or temporary sovereign, should Queen Elizabeth die before her son, Prince Charles, reaches the age of 18. For Margaret, losing the regency would remove one barrier to marrying the man she loves—Group Captain Peter Townsend, a divorced commoner (*LIFE*, July 20). For her sister, Queen Elizabeth, the new bill would mean the attainment of a long cherished desire: that her husband, Philip, be named regent.

But though the Tories will dutifully vote for the legislation, many of them will swallow hard to do so. Their reluctance stems not, as most people expect, from reservations about Margaret's romance, but from their reservations on—of all people—Philip.

The handsome, gregarious Philip, Duke of Edinburgh, is genuinely popular with the British masses. But he is by no means universally beloved by bluebloods. Why are some Tories suspicious of Philip? Partly because of his liberal views; partly because he is a foreigner—a naturalized Englishman; but mostly because he is a Mountbatten, the nephew and former ward of Louis, Earl Mountbatten of Burma.

The Mountbattens were originally the Battenbergs, minor German nobility with a seat at Darmstadt. Their title lapsed in 1314, was restored in 1851 by the Grand Duke of Hesse who named Julia Theresa Countess of Battenberg. She had a son, Louis Alexander, three years later, and this German-Polish baby became a citizen of England, became boss of the British navy and changed his name to Mountbatten. He and his son, the present Earl Mountbatten, became the personal aides-de-camp and close advisers of Queen Victoria, Edward VII, George V, Edward VIII and George VI. Louis Mountbatten—the present one—married Edwina Ashley, granddaughter of Sir Ernest Cassel, the son of a Jewish banker of Cologne, who became personal financier to free-spending Edward VII. Cassel left \$37.5 million when he died in 1921. Edwina still had a substantial chunk of that fortune when she married Louis—"Dickie" to his friends. Brilliant, good-looking extroverts both, they have been making headlines for 30 years, starting with their leadership of the gay young Mayfair set between wars. Dickie was commander of Britain's spectacular Commando forces in World War II, went on afterward to become Viceroy of India (the last one), and supreme naval commander in the Mediterranean, the job he now holds. Always Edwina, a passionate, intense woman, has shared the limelight with her husband. In her veins there is Jewish, German, English, Irish, Scottish and Red Indian blood (she claims to be descended from Pocahontas).



THE COUNTESS' GRANDFATHER WAS A BANKER

AND A THRONE

Britons who fear Uncle Dickie's influence

Dickie has drive, imagination and swashbuckling flamboyance. Reliable witnesses swear that in Burma he used to put suntan on his face before talking to his jungle troops. As supreme commander in southeast Asia he was variously nicknamed Superbo, the Kandy Kid and Lord Noncombatant, the last an unkind tag to a man who proved himself a most valiant sailor. Vinegar Joe Stilwell said of him, "A nice guy. That's what makes him so dangerous. He turns on charm like a water faucet."

There is no doubt that the Elizabeth-Philip romance was encouraged by the Mountbattens—part of the royal honeymoon was spent at their Broadlands estate. Now many Tories fear the influence of Uncle Dickie on Philip. To them, the Mountbatten politics are suspect. Nye Bevan is only one of their leftist friends scattered all over the world; Mountbatten believes the historical trend is to the left. When a Labor canvasser called on Edwina, she told him, "Don't bother about us—it's the servants you want to work on." She has a chip on her shoulder, resenting the fact that she is resented by bluebloods as the ambitious granddaughter of a German-Jewish financier. She likes to shock, has a genuine feeling for the underdog and has been an ardent and effective do-gooder in India and Britain.

So when the British government made known its intentions regarding Philip, many Tories complained that Mountbattenism was tightening its grip on the crown. To some extent their fears are groundless. Mountbatten has been glued to his Malta command and has only made quick trips to Britain in the past 12 months. Moreover, although the late king liked Dickie, the queen mother dislikes Edwina. A coolness between the Mountbattens and the palace has been apparent to close observers for many months. Mountbatten's own ambition at the moment does not seem to extend beyond getting the appointment of first sea lord, which would make him the number one of the British navy. His father held that post, but resigned early in World War I when there was a public outcry about his German origin. Dickie, now 53, has never forgotten that.

The reserve of the palace toward Mountbatten has been coolly observed and imitated by Prince Philip. He is aware that in the members' private dining room at the House of Commons and in the Carlton Club, blueblood sanctuary of Toryism, tongues would wag savagely if he showed himself influenced by Dickie. Philip owes everything to the Mountbatten family, but he is aware that his kinship today is more a hindrance than a help. Yet he cannot change his own blood. He is a Battenberg, and the next king of England, the young Charles, is therefore a Battenberg. It has taken only a hundred years for this amazing family to climb from Hessian obscurity to within a step of the most important throne in the world.

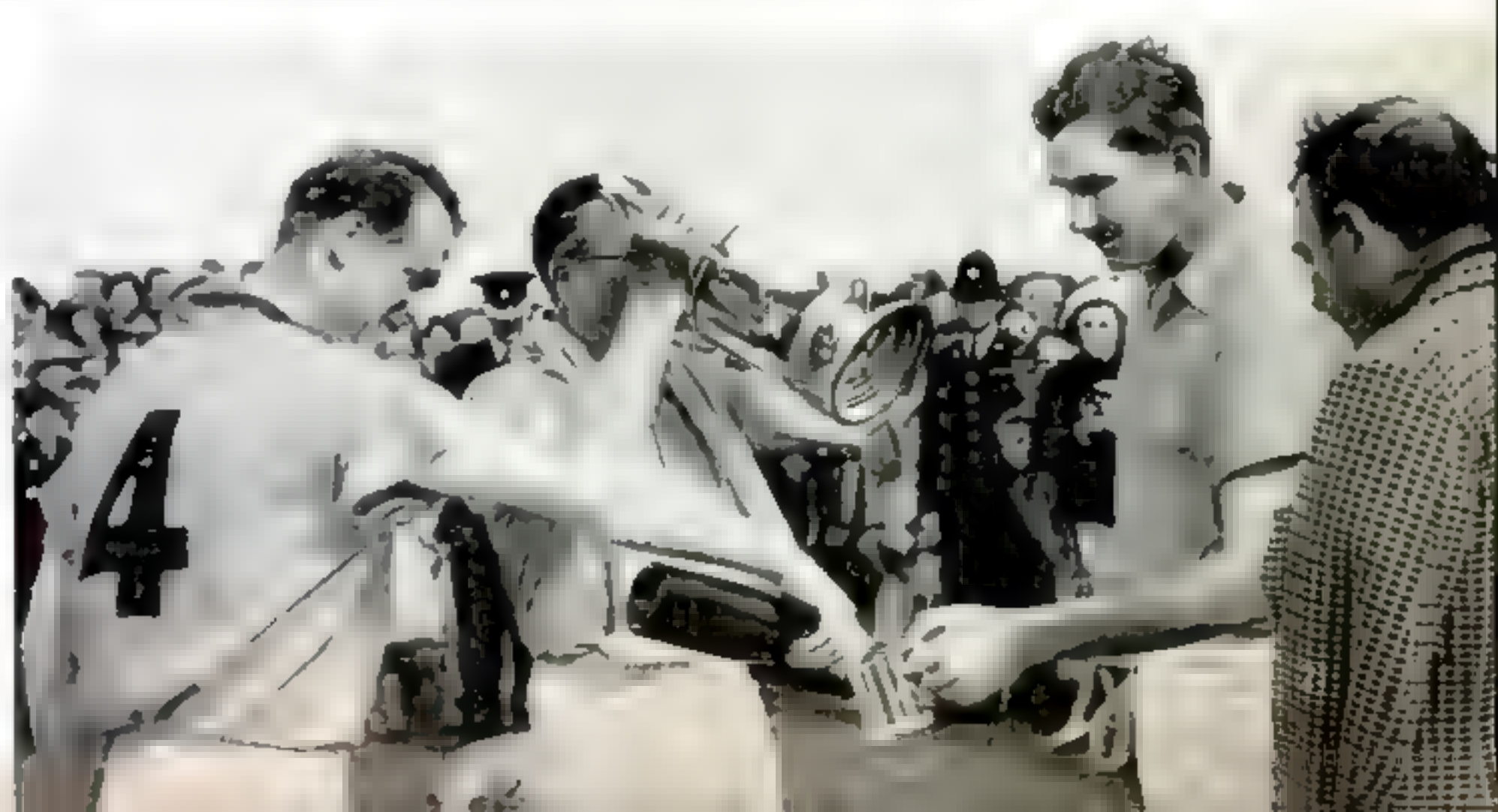
—ANDRÉ LAGUERRE



A DASHING DUKE, Philip reins in his polo pony, Turkan, during championship match last week. Minutes later Turkan, a wedding gift from the president of Turkey, slipped on a fast turn and Philip, who had been thrown once before in his career, went sprawling in the mud.



PICKING HIMSELF UP, Philip runs after Turkan (visible behind horse at right). Slightly bruised, he resumed play and made one goal. His team won 6-1. Below he pours victory champagne. The man at the right is Viscount Cowdray, one-armed member of Philip's polo team.





STARTING A BUSY DAY, Vice President Nixon breakfasts at kitchen table. Here, absorbed in *Washington Post* which daughter Patricia, 7, has brought to him, he chooses not to notice Patricia and Julie, 4, mopping up spilled cream.

9TH INNING: CONGRESS COMES UP TO THE PLATE

If the first session of the 83rd Congress were scored as a baseball game, then last week was the ninth inning. Congress was up, and the pressure was really on if the team was to come anywhere near accomplishing what the manager expected of them and still hit the road by Aug. 1. As in all Congresses, much of the Administration's program had piled up, making the last days a time of inescapable responsibility. For months President Eisenhower with patient persistence had permitted Congress to set its own pace. Now time was running out and the White House sent up a final legislative list of 10 "musts." The Administration's No. 1 workhorse on the Hill was Vice President Richard Nixon, who, performing quietly and mostly with evenhandedness but sometimes with stern stubbornness, often was able to bring together the disparate elements of his own party.

During the week Congress delivered on the most important item of the Eisenhower program—the \$34.5 billion Defense Department budget. Already it had extended the excess profits tax over bitter opposition from within the party. It had given title to the tidelands oil to the states and it had approved the President's reorganization powers. But Congress had been kicking up some, too. It balked at Eisenhower's request for a full \$5.1 billion foreign aid fund and then it repealed the 20% tax on movie admissions, which would lop \$100 million from federal revenues. Hard pressed to meet the adjournment deadline, the members went to work early, stayed far into the night and worked right through their meals.



HOST TO FRESHMAN SENATORS, Nixon presides at discussion which covers both Eisenhower's defense budget and party patronage matters. Special

guest at this all-Republican function was G.O.P. National Chairman Len Hall (right of Nixon above). Lunch took place in office of Senate Secretary Mark Trice.



DEMOCRATIC POLICY LUNCH to discuss party's role in matters still pending before Senate is presided over by Minority Leader Lyndon Johnson of Texas. Committee members contribute to a special fund to pay for weekly luncheons.



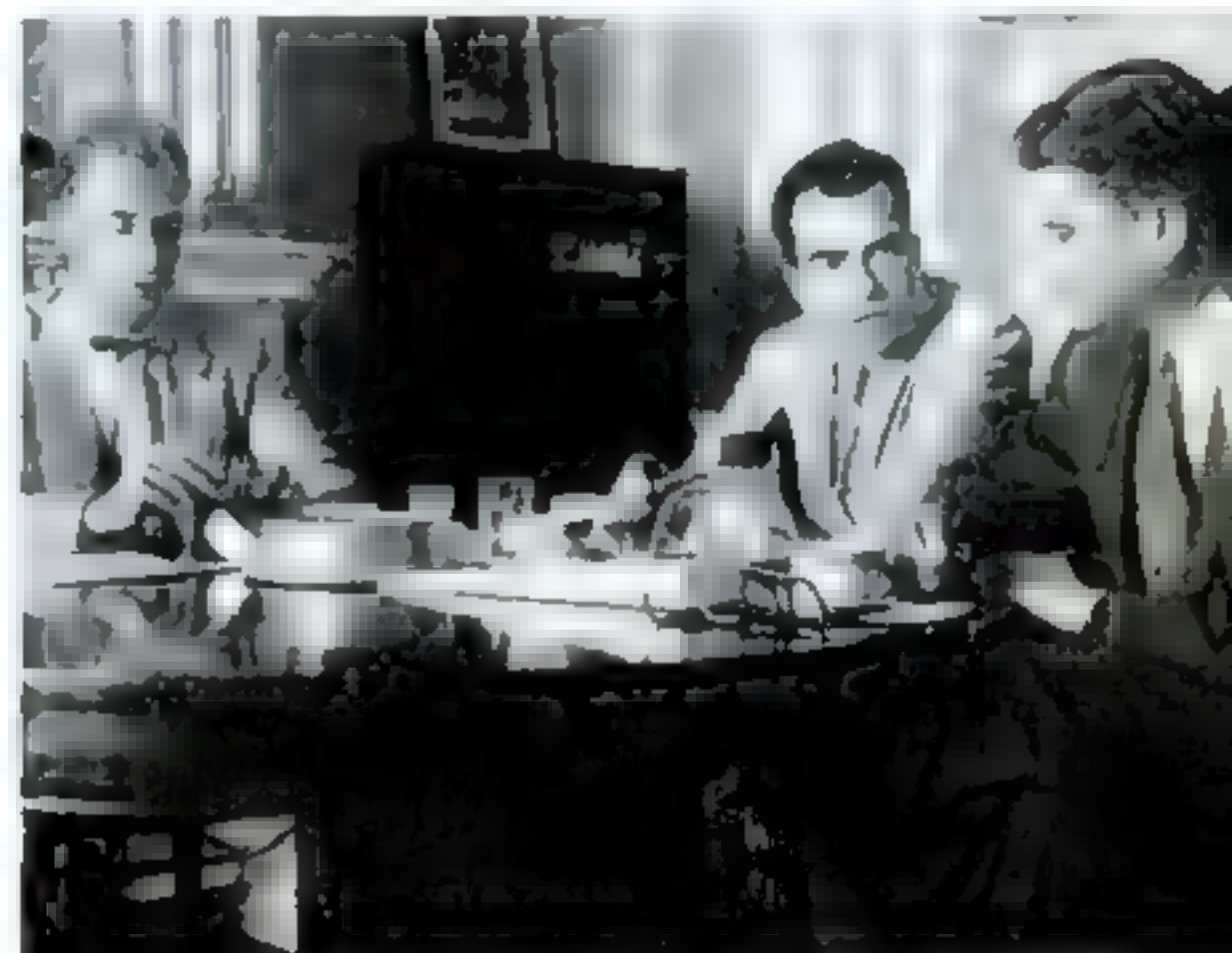
REPUBLICAN POLICY LUNCH, called by Acting Majority Leader Knowland (head of table) talks to work out a compromise with Senator Buckley (standing, left of Secretary DeLoes) over his bill to limit the President's treaty powers.



FISCAL MATTERS occupy Jerry Persons (left) White House liaison man to Congress, breakfasting with Knowland (center) and Budget Chief Dodge.



NIAGARA FALLS POWER brought New York Governor Dewey to a Senate hearing and a lunch with Nixon and Senator Martin of Pennsylvania.



GOODWILL TRIP of Nixon to Far East in fall is discussed with T. B. Morton, Assistant State Secretary (right) and new Nixon aide, Chris Herter Jr.

REPUBLICAN "CHOWDER AND MARCHING SOCIETY" CONVENES IN NIXON'S OFFICE FOR CANAPES AND CONVERSATION ON WORK OF MEMBERS' COMMITTEES



ON NEXT PAGE

Copyright ©



MEN AT WORK, Majority Leader Knowland (*above, right*) and Minority Leader Johnson, confer just off floor of Senate during session. In Senate lobby (*below*) Nixon checks his appointments schedule with his secretary, Rose Mary Woods.



OPPOSING HOUSE CHIEFS meet as Speaker Martin (*foreground*) calls on Minority Leader Rayburn, whose support has helped Administration several times.

FOUR MEN SHARE IN LEADERSHIP

Still facing the Republican leadership were major issues to be settled: foreign aid, bills to admit 240,000 displaced persons, extend reciprocal trade, grant Eisenhower unlimited authority to give farm surpluses to famine-stricken nations, boost postal rates, and a bill to finance the new U.S. information agency.

Except for a long, loud and losing campaign to boost the Republican defense budget, the Democrats had consistently rallied behind the President's program, particularly in foreign policy matters. They did this from a sense of national need—and also because it was good politics for the 1954 congressional campaign.

Behind the scenes four men—two Republicans and two Democrats—have been mostly responsible for trying to keep the Administration's program moving forward. In the Senate they are Majority Leader William Knowland, acting for ailing Robert Taft, and Minority Leader Lyndon Johnson; in the House, Speaker Joe Martin and Sam Rayburn. Martin's new responsibility lifted him to new political effectiveness, which showed notably in supporting the President's appeal for foreign aid funds.



TELEPHONE CONFERENCE brings Nixon word of House progress from Speaker Martin. Driver waits with change of clothes for next Nixon engagement.

END OF BUSY NIGHT in Congress comes as Representatives cluster around Speaker Martin following House passage of Mutual Security appropriations bill. ➔





SHIRT SPOTS MEASURE FARMER IRVING RAY'S RAIN AND GRIM FACE REFLECTS HIS DISAPPOINTMENT

TEASING RAINS

Spotty deluge tempers drought

In the long drought rains finally came to Texas—but in a way that teased almost as much as they relieved. From thousands of thunderheads water poured down erratically, drenching one farm until the top soil ran off, spattering the adjacent farm so lightly that the dust

SANDSTORM SWEEPED WILTED FIELDS AT LAMESA





MUD ON HIS PAWS IS A NEW EXPERIENCE FOR THE PUPPY ON THE LANGFORD FARM NEAR ABILENE

FALL ON TEXAS

and introduces a puppy to mud

barely settled. But the Texan who did get rain found himself blessed. And one Texan found himself utterly surprised. This was the little dog above. Mud was a strange thing to him for he was only two months old and in dry Texas he had never before known what rain was.

THUNDERSTORMS SKIPPED FARMS NEAR HAMLIN



INDOCHINA, FRANCE AND THE U.S.

Of the few Americans who know Indochina, most are disheartened with French conduct of the "oldest war in the world," for reasons which are clear from David Douglas Duncan's report on pages 73 through 91. But Indochina is a vital spot on the free world's frontier where lack of heart is no basis for American policy. It is time for new decisions on Indochina.

Two recent events would seem to give the casual headline reader grounds for hope. First, France has offered to negotiate with Vietnam, Cambodia and Laos over full independence, the lack of which limits their support of the anti-Communist cause. Second, the recent paratroop raid on Langson, which wiped out a big Red depot on the supply line from Red China, seemed to show that the new French general, Henri Navarre, has a taste for action.

Alas, these signs are not conclusive. For Paris, where the big decisions about this war are made, is still the world headquarters of sophisticated defeatism, and the Indochina war is in fact more of a drain on the French economy than it can sustain much longer. The French are therefore looking for a way out of the war. To American expostulation, they have the perfect retort: they seek in Indochina exactly what we have sought so hard in Korea—a truce. But meanwhile Ho Chi Minh's Reds are building up for a fall offensive.

U.S. policy tries to bolster such partisans of courage as can

still be found in France. One of these is General Navarre, who has offered Paris a plan for a victorious offensive. (His Langson raid, meaningless unless followed up, was a sort of advance sample.) The French cabinet nibbled at his big plan last week but will take no decisive action until October. Two of General Navarre's conditions, however, should not be left in doubt until then.

To mount his offensive, he needs additional U.S. aid and additional Indochinese troops. The U.S. aid should and probably will be forthcoming. Mr. Dulles favors it and Indochina was the one item in the new M.S.A. appropriations that Congress did not try to cut. As for the Indochinese, their fuller participation will depend on the independence negotiations. These are stymied by the sitdown strike of Cambodia, an untimely consequence of years of French lassitude and evasion. French diplomacy must work overtime this summer.

Communist propaganda accuses the U.S. of trying to supplant the French in Indochina. Sometimes it seems regrettable there is no way to make this false charge true. But as things are, French military men are indispensable to saving Indochina from the Communists (whatever the Indochinese may think) and a French will to win is therefore a necessary though not a sufficient condition of victory. With U.S. and Vietnamese support, that victory is entirely feasible.

A DENT IN THE TEACHER SHORTAGE

Every fall the Los Angeles public schools system has to cope with not only 10-20,000 new pupils but an increasingly greater teacher shortage. Three weeks ago the Los Angeles Board of Education turned down an offer by the Ford Foundation of \$335,000 to finance a training program that would have provided 90 new teachers each year for five years. Reasons for turn-down: the hysterical insistence by local Hearst newspapers and two lady board members that the Ford Foundation was honeycombed with "Pink Socialism" and plotting to syringe poisonous UNESCO doctrines into the noggins of innocent little Angelenos.

Far be it from us to belabor this gruesome situation; let the lady board members and the Hearst editorial writers erase the blackboards and start coping with the teacher shortage themselves. What we are interested in is why there is a teacher shortage in the public schools not only of Los Angeles but throughout the nation. According to the Office of Education, when our elementary schools open next fall one and a half million new pupils will be entering them and there will be about 70,000 teachers too few. This quantitative shortage is largely the result of inadequate pay, a question for which no adequate solution has been suggested. But it is also intertwined with an equally serious qualitative deficiency, and about that something can be and is being done.

During the last several generations, school teaching fell far behind the other professions in prestige; bright young college graduates, professionally inclined, went in for medicine, engineering, the law. In the better universities and colleges, a scorn of teacher-training institutions and their pedagogics sprang up. Teachers colleges concentrated on methodology and neglected subject matter; too much "how" and not enough "what."

As if to cap all the arguments against teachers colleges, a breakdown made last winter of the scores on the Selective Service College Qualification Test—given in 1951-52 to more than 400,000 undergraduates to determine whether they

should continue their studies or be drafted—showed that students of education were the poorest of all. (Tops: engineers, physical scientists and mathematicians; intermediates: biologists, social scientists, students of the humanities and general arts; those studying business and commerce and agriculture ranked above the would-be pedagogs). This was discouraging news. The health of a democracy surely depends on the quality of its teachers.

For years educational authorities have been urging a wider recruitment of college-educated talent for teachers in our public schools, and it is certainly heartening to learn that something is being done about this on an increasingly large scale. In 1910 a report put out by the great Abraham Flexner transformed U.S. medical education by insisting on higher training standards. Now a number of our universities, spearheaded by Harvard, are engaged in overhauling our public school teacher training by similar techniques.

The emphasis in this operation is on subject matter far more than on methodology: after four years of general study, in the liberal arts or the sciences, selected holders of B.A. degrees are given a higher degree in teaching after a fifth year of study, part of which includes a practical internship in the public schools. In the East, 29 colleges have joined Harvard in this magnificent undertaking; there are similar operations at Cornell, Goucher in Baltimore, the University of Louisville, Vanderbilt University and George Peabody College for Teachers in Tennessee, while teacher training in the whole state of Arkansas is being made over. The Ford Foundation is backing all these projects, and its offer to Los Angeles was in line with them.

It will take some years before the full impact of this movement is felt in our public schools. But enrollment in all the institutions working on improving the breed of teachers is snowballing, and the movement is bound to spread. Once an elite of our college graduates becomes dedicated to a cause, there is no limit to what can be accomplished.

A delicious **MAIN DISH** in just 4 minutes!



CAMPBELL'S CHICKEN WITH RICE SOUP
Tomato and Sliced Egg Sandwich • Milk

Soup for Lunch

These warm summer days, when even hearty appetites lag, good soup is delightful for lunch. For soup is both tempting and nourishing. It helps make cold foods taste even better. It's unmatched for value and

variety . . . 21 delicious Campbell's Kinds to choose from. Always easy to prepare . . . you and your kitchen stay cool! So today, and every day, why not solve your midday meal-time problems by having *soup for lunch!*

Campbell's SOUPS



"My Soup Shelf is a WONDERFUL help!"

"Our favorite soups are always on hand for quick meal-planning—especially Tomato and Cream of Mushroom, because I use them so much as cooking sauces, too."





AMAZING LORETTE CAUSES FUROR

Fashions of Orlon-Wool Fabric wash, seldom need pressing get big rush from campus crowd, career girls, mothers

When Milliken fabric laboratory technicians perfected the unique blend of 55% Orlon-45% wool Lorette, they knew they *had* something. Just how *big* a "something" is being demonstrated currently in stores all over the U. S. A. Lorette is making smart fall fashions better . . . and is stirring up such a furor as has seldom been seen—never, in fact, over any one fabric.

Reason why is not hard to figure. These fashions, in hundreds of rich, glowing patterns and colors, bring a new day of time-saving and dollar-saving upkeep into the lives of college and business girls and the mothers of school-bound youngsters. Lorette, for all the luxurious quality of its worsted-like look and feel, can be washed in any washing machine or by hand. And wonder upon wonder, this amazing fabric comes out with every pleat and line in place, its texture actually *lovelier* after each tubbing.

Equally appreciated is the talent Lorette has for staying fresh without constant attention. It rarely needs so much as the stroke of an iron.

That is amazing Lorette, the most recent fabric triumph by Milliken. And that is why feminine America is giving a record-breaking rush to sports clothes, separates, dresses, suits, robes and children's tops bearing the hang-tag that says they're made of amazing Lorette. At better stores everywhere.

Lorette comes to the rescue of campus queen . . .



OOPSI!...A MISPLACED MALTED dribbles over this coed's best skirt, to the dismay of soda jerk. Thank goodness the skirt is made of Lorette . . . can be dunked in the dorm . . . no time out at the cleaner's . . . no bill for same.



RIGHT INTO THE WASHER goes the skirt. This gal may have to bone up on her chemistry, but she's hep to the way Lorette takes to water like a mermaid, dries quickly, looks like new and feels even softer after each washing.



SEVERAL HOURS LATER, and without benefit of pressing, the self-same skirt of Lorette flirts out with every pleat tailor-crisp . . . ready to sit through the longest double-feature and *still* keep its well-groomed pleats.

Good Morning to You

BITE SIZE
WHEAT CHEX

BITE SIZE
RICE CHEX

Wake Up and Enjoy
a New Experience in
GOOD EATING...

Butter 'n Salt these
WHEAT CHEX...
eat 'em like salted nuts

Melt 3 T. butter over
low heat, add 2 c. Wheat
Chex, sprinkle with 1/2 t.
salt, stir gently until all
biscuits are coated
(about 5 min.).

Take Chex on trips for
bark seat n bblers. Non-
crumbly, crisp, good
right out o' the box.

Tempting rice -- hearty wheat
flavor-spun into tender shreds,
toasted to sunny crispness... won-
derful when your taste welcomes
something morning-fresh. Take
time to enjoy them each day
those delicious flavors you get in
THE ONLY BITE SIZE CEREALS
IN THE WHOLE WIDE.
WONDERFUL U. S. A!

To your health...

For a good morning, renew your
energy -- enjoy the build-up of vital
vitamin B₁, niacin and iron supplied
you in these two delicious cereals.

Other delicious Checkerboard Cereals... Instant Ralston, Regular Ralston

Ralston Purina Company, St. Louis, Mo

LIFE ON THE NEWSFRONTS OF THE WORLD

An Eisenhower raps McCarthy, Eden tells a fish story, Einstein gets help

Joe McCarthy, who has been getting it from all quarters lately, last week got it—and good—from an Eisenhower. Arthur, an older brother of the President and a Kansas City banker, said in an interview with a Las Vegas reporter that the senator is "the most dangerous menace to America." He refused to back down when McCarthy demanded to know if the quote was accurate. "I have nothing personally against Senator McCarthy," said Mr. Eisenhower, "but I deplore his tactics. . . . It is a shame he is a member of the G.O.P."



JOE MCCARTHY

The U.S. Navy announced that it would finally promote its atomic expert, Captain H. G. Rickover (LIFE, Sept. 3, 1951). Failure to promote him previously despite his successful development of two atomic submarines had left him facing early retirement, stirred up a storm of alarmed protest in the Senate. Rickover will be a rear admiral.

'Illegal, Inadmissible acts'

As West Berlin authorities began doling out coupons for free food to hungry East Berliners (LIFE, July 20), Soviet authorities demanded the U.S. stop its "illegal and inadmissible acts" of offering food. High Commissioner James B. Conant rejected the demands. He was "amazed," he said, to have the Reds object to "the providing of food to hungry people." Desperate, East Zone Reds flooded the city with phony food coupons, forcing the West Zone to stop distribution. But the setback was only temporary. Next day the West Berliners came up with a new coupon, perforated and engraved like a banknote, which they hoped would be foolproof.

Britain's Foreign Secretary Anthony Eden, still wan and pale six weeks after his third gall-bladder operation in Boston, was well enough to tell reporters a fish story about a catch made by his Newport, R.I. host's son, John Barry Ryan Jr. (below). Then Eden and his wife flew to England, hoping to visit the Chequers estate and recuperate there along with ailing Prime Minister Churchill.

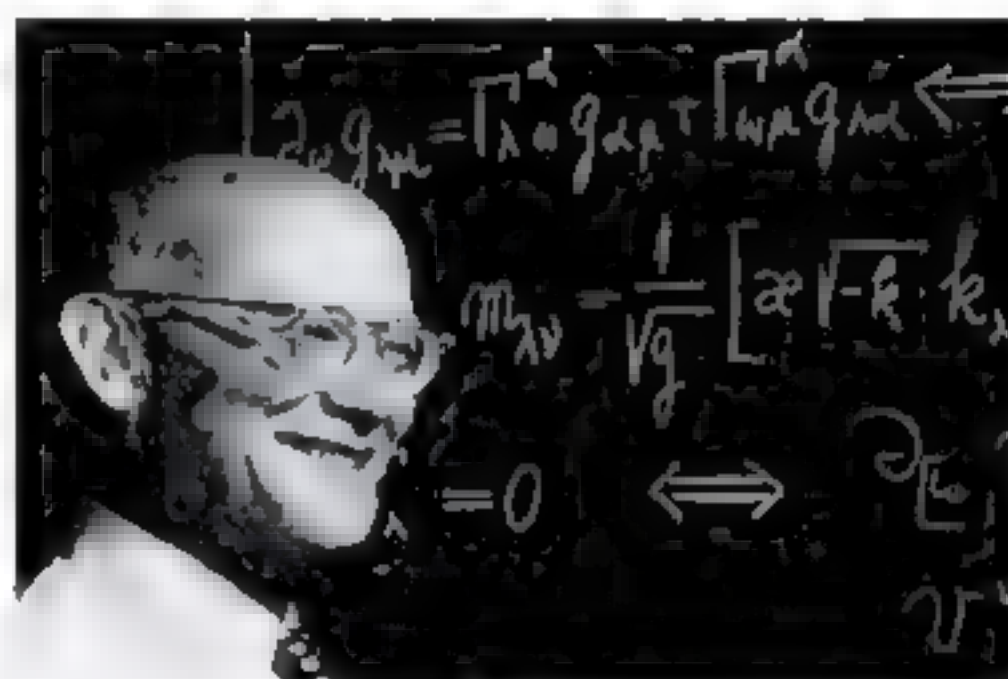


EDEN DESCRIBES FISH CAUGHT BY YOUNG FRIEND

Former President Herbert Hoover and ex-Postmaster General James A. Farley were brought back to government service. President Eisenhower picked them as the first two members of a new commission on government reorganization which, given more scope than the first Hoover Commission, will propose ways to streamline the departments and agencies in the executive branch of government.

Reshuffled Reds

A wave of purges and reshuffling of power rolled through Russia's satellite countries. In Hungary, Secret Police Chief Peter Gabor, the high master of mental torture who extorted confessions from Cardinal Mindszenty and Robert Vogeler, found himself deposed and locked in the jail he used to run. In East Berlin, Wilhelm Zaisser, head of the Red police force and said to be a friend of Russia's ex-Police Chief Beria, disappeared from public affairs. In Albania, Dictator Marshal Enver Hoxha was stripped of many of his powers but stayed in office as the nation's premier.



MATHEMATICIAN HLAVATY STANDS BY FIGURES

A solution for Einstein

When Albert Einstein proposed a new set of equations to explain all the workings of the physical universe in a single set of laws, he had to admit that he was unable to solve the equations mathematically. The equations were, Einstein said, "a groping in the dark." Last week a Czech mathematician working at Indiana University, Professor Vaclav Hlavaty, announced that he had solved the equations. The results were too complicated to be set down in numbers, he said, but they showed "a relativistic fourth-dimensional form of Maxwell's law of electromagnetism"—meaning that, if Einstein's basic assumptions were correct, the entire universe, including matter, energy and gravity, is based on electromagnetism. Einstein and other leading physicists have "commended" Professor Hlavaty's solution.

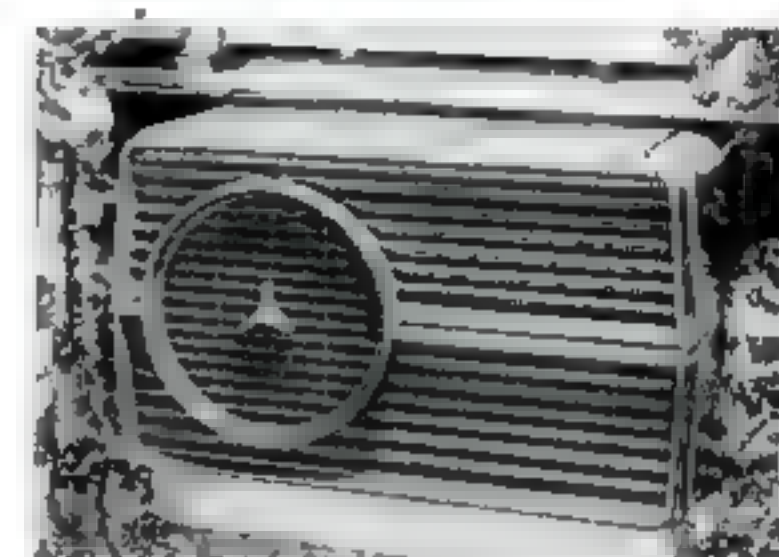
In New York City testimony in the departmental trial of a police lieutenant charged with being a Communist brought to light a Red plot to infiltrate the city's police force. The party had managed to organize several "cells" among the cops, witnesses said, but their activities had been discovered by loyal police. Fifteen police counterspies faked party membership to keep track of the Reds and some of these rose to important party posts before being betrayed in turn by a counter-spy Communist planted in the department.

Fedders announces:

WORLD'S FIRST PUSH-BUTTON WEATHER!



THIS is Fedders exclusive "Built-In Weather Bureau". When it's hot and soggy outside, touch a button and give your livingroom, bedroom or office a "North Woods" climate...fill it with clean cool air that's fine to breathe, great to sleep in! The new Fedders Room Air Conditioner gives you twin filtering power, too. Catches more dust, soot, pollen. Helps relieve hay fever miseries... keeps rooms remarkably clean!



You can have the compact, dependable Fedders Room Air Conditioner for as little as \$3 a week. Fits in the window without alterations, pipes or ducts. A year-round comfort appliance... the Built-In Weather Bureau lets you ventilate a room or remove stale, smoky air. Find your Fedders dealer in the Classified Directory under "Air Conditioning". See him today!

FEDDERS

A Great Name in Comfort

FREE! MAIL COUPON TODAY!

FEDDERS-QUIGAN CORPORATION
Dept. 11, Buffalo 1, New York

Please send me books checked on how I can sleep, work, live better with a Fedders.

- ☐ "Healthier, Happier Living with a Fedders Room Air Conditioner."
- ☐ "How to Sleep Cool when It's Hot."

Name _____

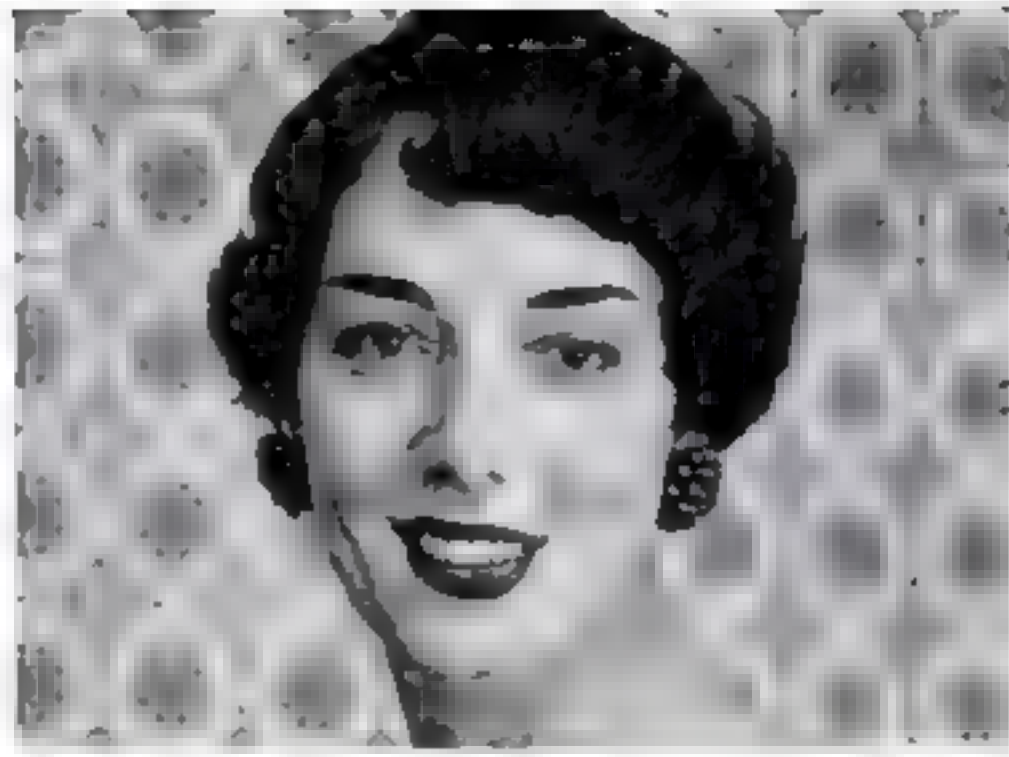
Address _____

City _____ State _____



"Bedmaking work" left our house when Pacifics came in! It's really true that these Contour sheets are three times faster than flat sheets for making beds!—And you get smoother, neater beds in the bargain."

Mrs. V. E. Carlsen, Kenmore, N. Y.



"We've an innerspring combination that doubles as a bed by night, a couch by day. Our Contour sheets fit so neatly, there are never any wrinkles to make the couch cover bunch up and give the bed's 'night-duty' away."

Mrs. Jerry Keith, Tulsa, Okla.



"Now I'm happy—I've got fitted Pacifics in the new size bottom sheets for our foam rubber mattress! My regular Pacific 'Tops' fit it beautifully—so we're set with time-saving Pacifics for every bed in our house."

Mrs. Robert W. Bateson, Providence, R. I.



"I want to tell you how thrilled I was to get Pacific's new Contour Top Sheets—they're as wonderful as the Bottom sheets that I've used and loved for so long. My Pacifics head my list of priceless possessions!"

Mrs. Richard M. Weiser, Jr., S. Hadley, Mass.



"My husband's a 'tesser' in his sleep. No matter how I tucked flat sheets, they were always mussed. Now, with Pacifics, our troubles are over. These Contour sheets stay put! We're getting Pacifics for every bed in our house."

Mrs. Henry Kirkpatrick, Seattle, Wash.



"I'm especially grateful for my supply of Pacifics on laundry day. The wonderful Contour Bottom sheet never needs a bit of ironing. It fits so neat and snug, the sheet smooths itself right on the mattress."

Mrs. Ray Hunholz, Milwaukee, Wis.

ALL AMERICA'S CHANGING TO

To Celebrate the sale of the 10 millionth Contour



Four Boxed Corners hold the Pacific Bottom sheet smooth all night. These Pacific corners are the longest wearing type corner of any fitted sheet! Each is reinforced with firm tape binding—to prevent rips, tears. Years of home use prove its wear.

Two Boxed Corners anchor foot of Top Pacific Sheet. With its unique "Kick-room Fold," Pacific is the only fitted Top sheet that gives you full foot freedom. Fold expands 6 full inches, drops flat and neat when you make the bed.





"I can well understand why your Pacifics have made such a hit, everywhere. These Contour sheets slip so neatly, so firmly over the mattress. They cover the tops and sides completely, with never a wrinkle."

Mrs. Harold P. Field, Rochester, N. Y.



"Just a word of praise for your Contour sheets. Bedmaking was a back-breaking chore — tightening those 'popped out' flat sheets! But with Contours—a beautiful tight bed always! Especially now with Contour Top sheets, too!"

Mrs. W. L. Carpenter, San Antonio, Tex.



"I'm using Pacific Contour twin size sheets for my children and I think they are superb! Nothing like them! My children never kick out their sheets or blankets now—I know my treasures will stay safely covered all night."

Mrs. I. S. Baker, Louisville, Ky.



"Just the thing for cyclone sleepers! I used to kick out my sheets every night—but no more with Pacifics! That 'kick fold' in the Top Contour gives me plenty of room."

Mr. C. E. Medlock with his wife, well-known columnist Susan Jones Medlock, Atlanta, Ga.



"I've been using Pacifics for several years with great satisfaction. These Contour sheets have changed a dull, time-consuming chore to a pleasant, time-saving task—not to mention the superior service these Pacific sheets offer."

Mrs. Anton C. Adams, Richmond, Va.



"The Contour Crib sheets I purchased for my first child are still almost as good as new. My enthusiasm for Pacific led me to buy Contour sheets for our double bed. They're wonderful ... by far the best sheet buy on the market today."

Mrs. F. J. Savage, Detroit, Mich.

PACIFIC CONTOUR SHEETS

...a great **AUGUST** Sale!

...at the **LOWEST PRICES EVER!**

Pacific Contours are the "hit" sheet of the country—ten million of these work-saving wonders sold in four years!

Now, during this August Celebration Sale, Pacific offers you *Contours* at *absolutely the lowest prices in history!*

Choose from *and save on* ... Contours in lovely decorator colors or white. Luscious percales, sturdy muslins. New sizes too—for $\frac{3}{4}$ beds, and for $4\frac{1}{2}$ " thick foam rubber mattresses. The demand for Contours is now so widespread, Pacific makes these fitted wonders in *every* standard size.

All Contours are Sanforized® for lasting fit.

With Contours on *all* your beds, you'll do your daily bedmaking *three times faster*. You'll free yourself forever from tedious tucking ... stooping, bending.

Wonderful too, the *extra comfort* of Pacifics! The exclusive "Kick Fold" in the Contour Top gives you six inches more room to stretch, wiggle your toes.

Hurry ... get in on Pacific's great savings jamboree this very day. Remember, all America wants Pacific Contours ... get *yours* at these lowest-ever prices!

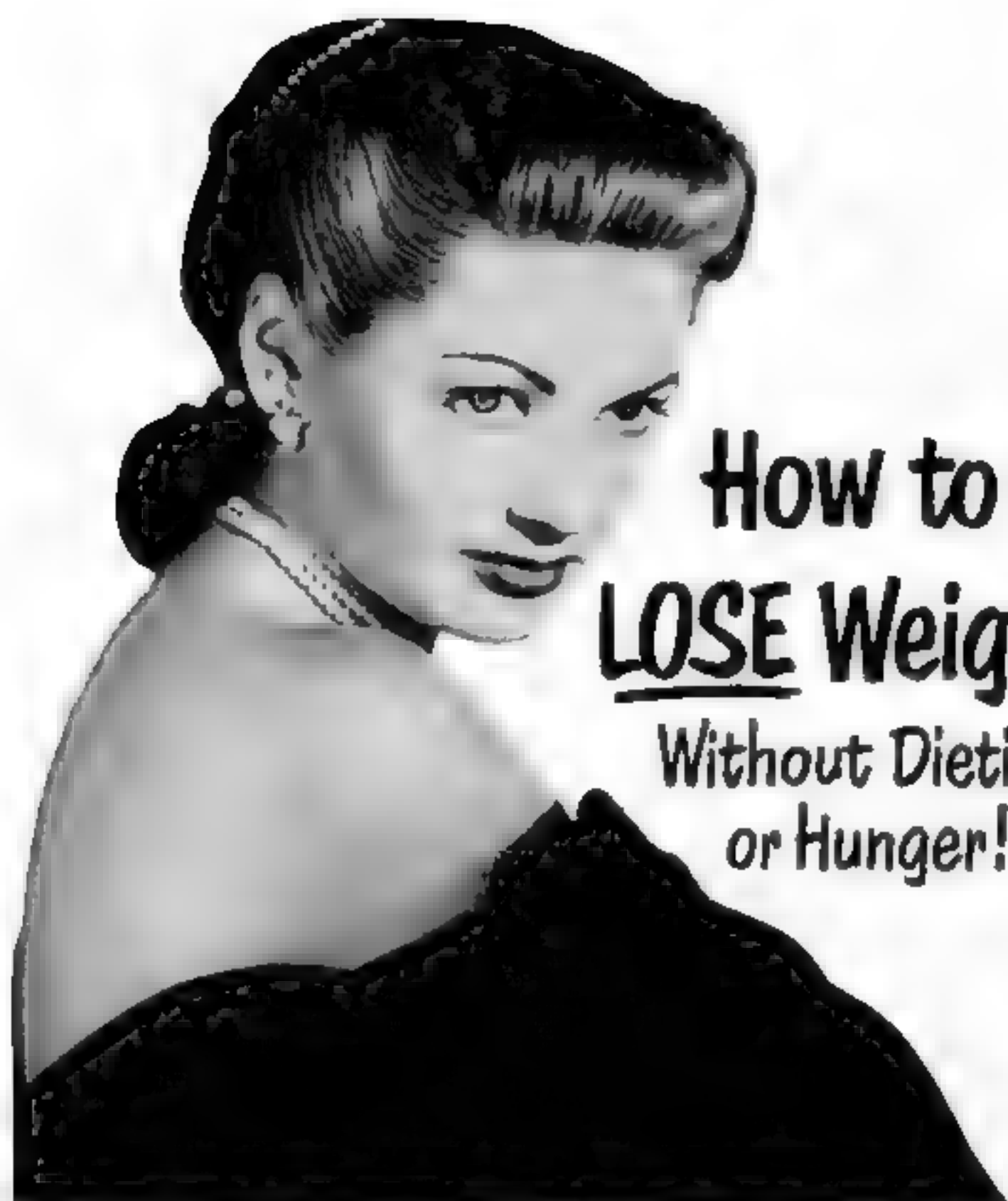
Everybody's changing to

PACIFIC
Contour®
SHEETS

—the way to faster bedmaking,
neater, more comfortable beds

"Contour" is the registered trade mark for Pacific's fitted sheet.

PACIFIC MILLS, DEPT. L81, 1407 BROADWAY, NEW YORK 18, N. Y. • PACIFIC CONTOUR TOP AND BOTTOM SHEETS • CONTOUR CRIB SHEETS • PILLOWCASES • SUPER-SOFT TOWELS • PACIFIC SILVER CLOTH



How to **LOSE** Weight Without Dieting or Hunger!



Music is one of Yvonne De Carlo's major interests. Yvonne says: "Ayds helps me to lose weight and look and feel better while I'm doing it."



Yvonne in a recent picture. "I have many friends—Hollywood film stars—who feel about Ayds just the way I do," says Yvonne.

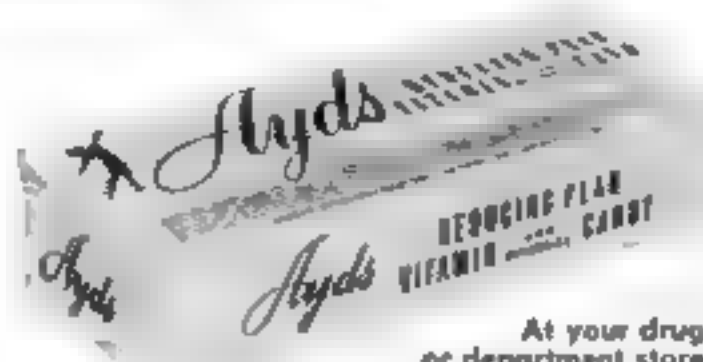
Yvonne De Carlo Tells You How to Reduce

No Drugs . . . No Diet . . . Results Guaranteed! Excess weight may ruin your health and your looks, too. Lovely movie stars lose weight the Ayds way—why not you? In fact, you must lose pounds with the very first box (\$2.98) or your money back!

Proved by Clinical Tests. With Ayds you lose weight the way Nature intended you to—without dieting or hunger. A quick natural way, clinically tested and approved by doctors, with no risk to health. With the Ayds Plan you should feel healthier, look better while reducing—have a lovelier figure.

Controls Hunger and Over-eating. When you take Ayds before meals, as directed, you can eat the foods you like. No starvation dieting—no gnawing hunger pangs. Ayds is a specially made, low calorie candy fortified with health-giving vitamins and minerals. Ayds curbs your appetite—you automatically eat less—lose weight naturally, safely, quickly. Ayds is guaranteed pure. Contains no drugs or laxatives.

New Loveliness in a Few Weeks. Users report losing up to ten pounds with the very first box. Others say they have lost twenty to thirty pounds with the Ayds Plan.



SLIM THE WAY THE STARS SLIM

NEWSFRONTS CONTINUED



WAX REBELS TURN OUT LEAFLETS ON A CAIRO STAGE

To mark the first anniversary of the coup which ousted Farouk from the throne and led to the establishment of a republic, Egypt's government organized a four-day celebration. Hundreds of thousands of Egyptians stayed up all night singing and cheering wildly in the streets, later filed past the most significant item in the celebration: a "revolution's exhibition" (above). This was a stage set with three wax dummies representing three of the revolutionists turning out leaflets. The central figure was a wax model, not of Naguib but of General Abdel Nasser, now vice-premier and the man who was secretly planning the revolution for 12 years before the coup.

A senator dies

Bible-quoting Senator Tobey, Republican of New Hampshire, was a devout Baptist with a highly developed sense of moral indignation who severely castigated some Senate Crime Committee witnesses in 1951 for their stories of sinful activities. As a small boy Tobey was required by his mother to read the Bible every day and he kept up the habit throughout his life. One of his favorite forms of recreation was leading public hymn-singing sessions. He never missed a chance to borrow from the Scriptures to bolster his position in his violent arguments on Capitol Hill, once boasted, "I am willing that everything I ever did or said or wrote should stand in the light of day to anybody, friend and foe alike." Last week, at the age of 73, Senator Tobey was suddenly stricken with a coronary thrombosis and died.



THE LATE CHARLES TOBEY

After their fashionable Church of England wedding in London, Gold Coast tribal leader Joseph E. Appiah posed with his bride, his new mother-in-law and the wedding attendants for the formal wedding picture (below). Appiah was wearing his African ceremonial dress of crimson, yellow and green-striped silk. His bride, the former Peggy Cripps, daughter of the late Sir Stafford Cripps, posed in a more conventional white silk gown. After the wedding, which was attended by 200 guests including many leaders of the Labor party, the couple went off to Paris for a honeymoon trip before setting out for their Gold Coast home.



LADY CRIPPS, NEWLYWEDS, ATTENDANTS STRIKE A POSE

LUCKIES

TASTE BETTER!

Cleaner, Fresher.....

.....Smoother!

LUCKY STRIKE
"T'S TOASTED"
CIGARETTES

Nothing—no, nothing—beats better taste!

Never before have so many smokers been bombarded with so many reasons for smoking so many brands of cigarettes!

But actually, there's only one good reason for smoking a cigarette—*enjoyment*. And you get enjoyment from only one thing—the *taste* of a cigarette.

Luckies taste better ... for two reasons. They're

made of fine tobacco—fine, light, mild tobacco—and they're *made* better. It's as simple as that.

So, for the better taste—the cleaner, fresher, smoother taste—that only fine tobacco in a better-made cigarette can give you ...

Be Happy—GO LUCKY!







INFORMATION ON GROUND stands the team: Major Catledge, Captains "Buck" (left) and "Bill" Petillo, Captain Kanaga. Rear: Captain McCormick.

DANGEROUS TEACHING

Skillful group of Air Force jet pilots takes hazardous way of inspiring cadets

The dramatic precision flying shown on the opposite page is considered an educational maneuver, not a stunt, by the U.S. Air Force. From observing it, say officers, cadets can see how the very best pilots fly and will be inspired to perfect their own flight skills. To give this kind of spectacular instruction the first official jet team has been set up at Luke Air Force Base in Arizona. The leader is Major Richard C. Catledge; the two wing positions flying behind him are Captains "Buck" and "Bill" Petillo, identical twins of Atlanta, Ga., and the rear "slot" is flown by Captain Robert L. Kanaga.

Doing precision acrobatics like barrel rolling and power diving at speeds of more than 500 mph is a highly hazardous job. Only the leader sees where he is going. The others have to follow blindly by taking bearings on his tail and wing tips. So tight are team's formations, exhaust of the lead jet frequently blackens the tail of the plane flying rear slot. The team never goes up in the air without its fifth member, Captain Robert S. McCormick, who is ready to fill in immediately at any position should one of the four regulars have to drop out.

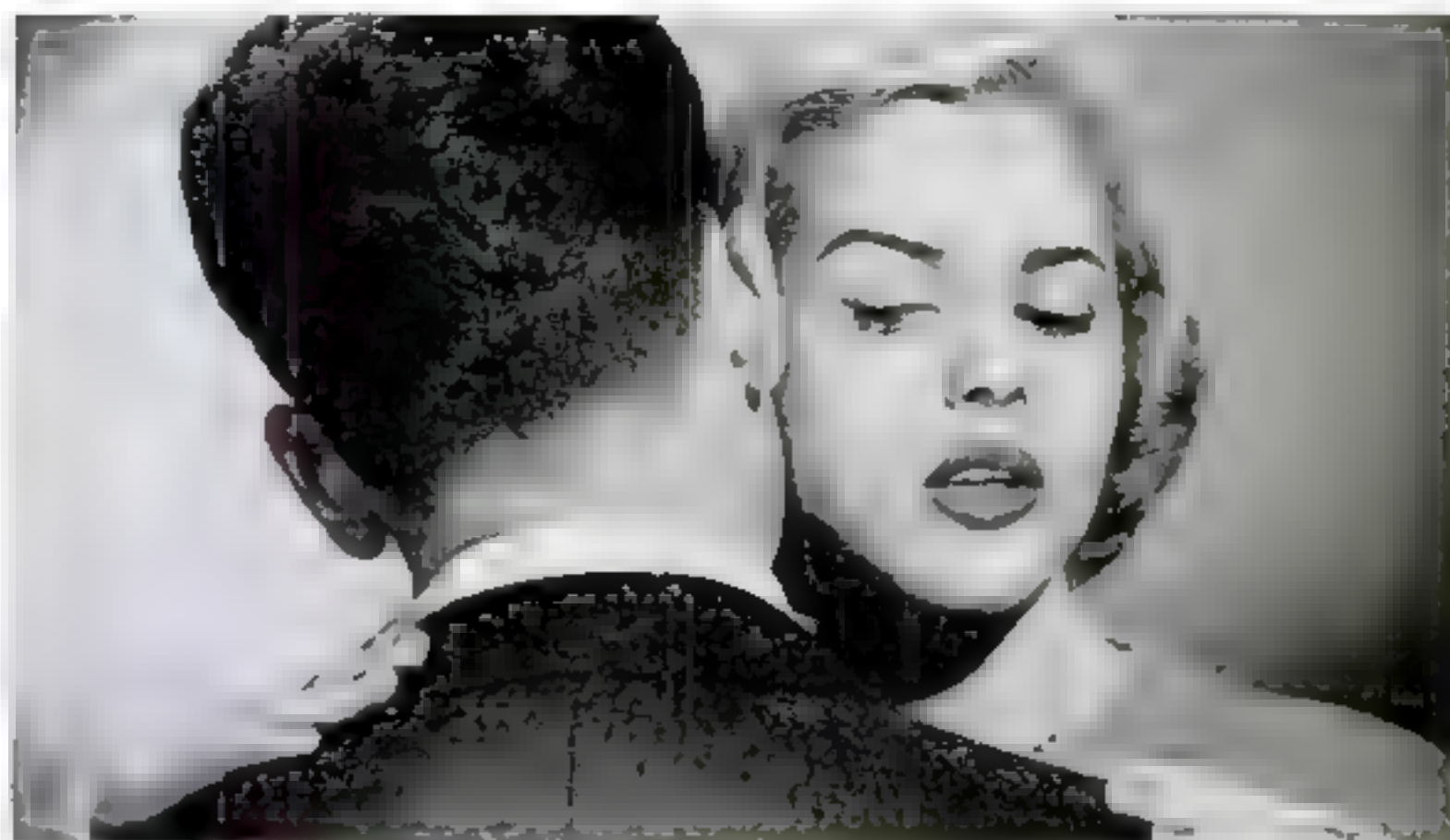


IN BLIND FLIGHT other three follow leader who tells them on radio what maneuver comes next. Each of these fliers has over 3,000 hours in the air.

F-4s CLIMB VERTICALLY OVER ARIZONA DESERT

CONTINUED ON NEXT PAGE

Advertisement



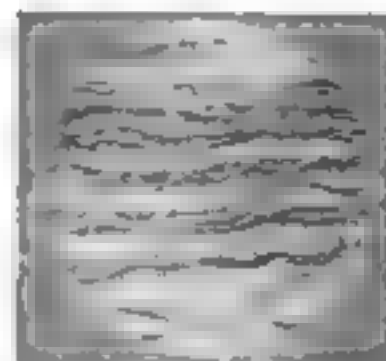
Dandruff on shoulders is excessive dandruff... a sign your scalp needs care.

DANDRUFF

Why it may be
"the beginning of baldness"...

We don't claim miracles. We can't prevent baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists, while differing in their views as to causes of baldness, say that the condition symptomized by excessive dandruff does frequently lead to baldness.



1st STAGE:
Spores of Malassezia

Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassezia*—also known as *Pityrosporum Ovale*. In most men who have it, seborrhea progresses through three stages:

1. Dry white scales flake off your scalp, drop to your shoulders.
2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die.
3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often baldness.

A scalp hygiene program: the Kreml Method

Watch your general health; if you're "run down," see your doctor. Apart from that give your hair and scalp the right kind of care. Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:



2nd STAGE:
Bacilli shown
may be present.

TODAY, get a bottle of Kreml Hair Tonic. And make sure you have a good

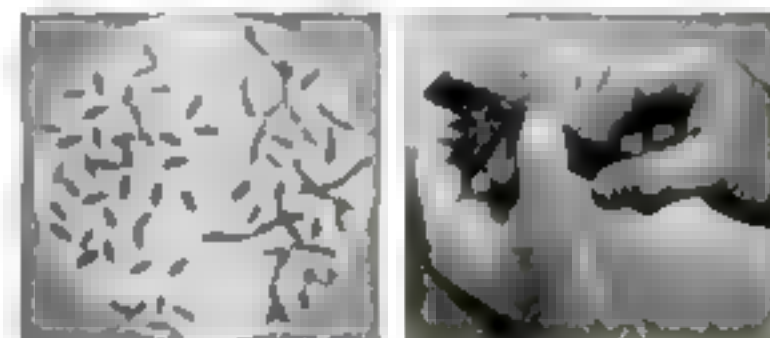
shampoo on hand. **TONIGHT**, start the Kreml Method of treatment. Shake Kreml Hair Tonic generously on to your head. Massage your scalp vigorously.

Next, apply shampoo. Work up a thick lather—without putting any water on your head. Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair in place.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it in—comb hair in place.

Stubborn cases

At first, more dandruff flakes than usual may appear. This simply means dandruff is being "chased out" from scalp.



3rd STAGE: Bacilli shown may be present. Hair growth may be affected.

In stubborn cases, repeat Kreml-and-shampoo treatment.

Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But certain ingredients of Kreml Hair Tonic DO inhibit the growth of bacilli and of the Spores of Malassezia. The Kreml Method is not offered as a substitute for the services of a dermatologist—but it has helped thousands of men. Letters tell us so!

Money-back offer. Try the Kreml Method faithfully, and, if you are not entirely satisfied, write the J. B. Williams Company, Glastonbury, Conn. Enclose Kreml label—tell us what you paid—and we will gladly refund your money.

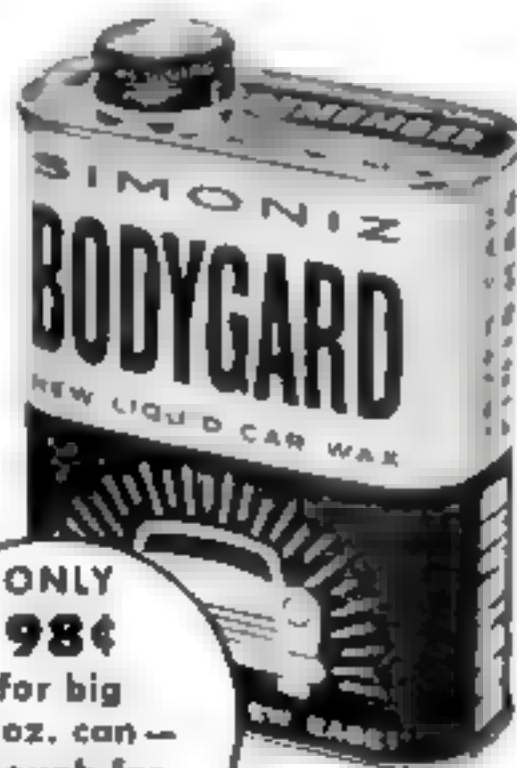
Get Kreml Hair Tonic today. Ask for our Kreml Shampoo. See how quickly the Kreml Method makes your head feel better! The J. B. Williams Company.



Now! Showroom Shine with Simoniz BODYGARD *new liquid car wax!*

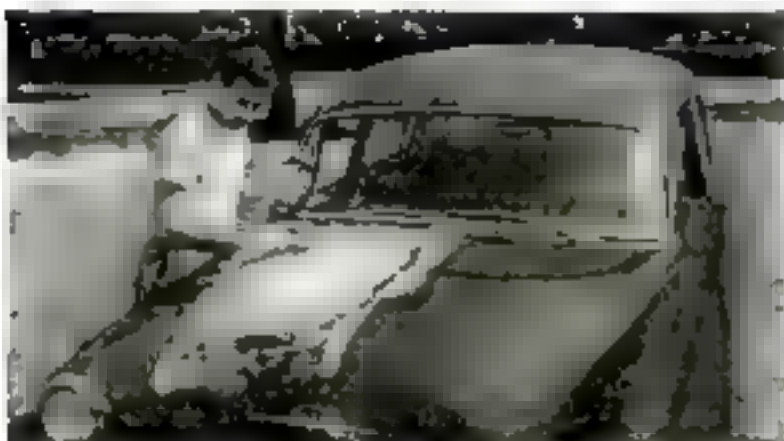
In Minutes...Without Rubbing you can now get a durable SHOWROOM SHINE with BODYGARD, the new liquid car wax by SIMONIZ. No more hours of hard work. Yet BODYGARD gives the kind of shine you see in new car showrooms. And this mirror-like shine stands up through all kinds of weather—lasts for months. In fact, BODYGARD outlasts any liquid wax you can buy.

There's a big difference between BODYGARD and ordinary liquid car waxes, because only BODYGARD has the "Simoniz Secret." That's why it shines brighter, protects longer, goes on smoother—without streaking or smearing. Protect your car for months with this tough wax surface. Get Simoniz BODYGARD today!



ONLY
98¢
for big
12 oz. can —
enough for
2 car waxings

How to get a "SHOWROOM SHINE"



1. No matter what wax you use—you must CLEAN your car first—otherwise dirt and stains will show through. For best results always use SIMONIZ LIQUID KLEENER, the world's largest selling cleaner. It makes a perfect base for BODYGARD.



2. Just spread on BODYGARD—let it dry—wipe it off. In minutes your car gets a real SHOWROOM SHINE that lasts—actually seals out rain, dirt, dust and mud. And the mirror-like protective lustre will last longer, too!

Copyright 1953 by Simoniz Company

Jet Team CONTINUED

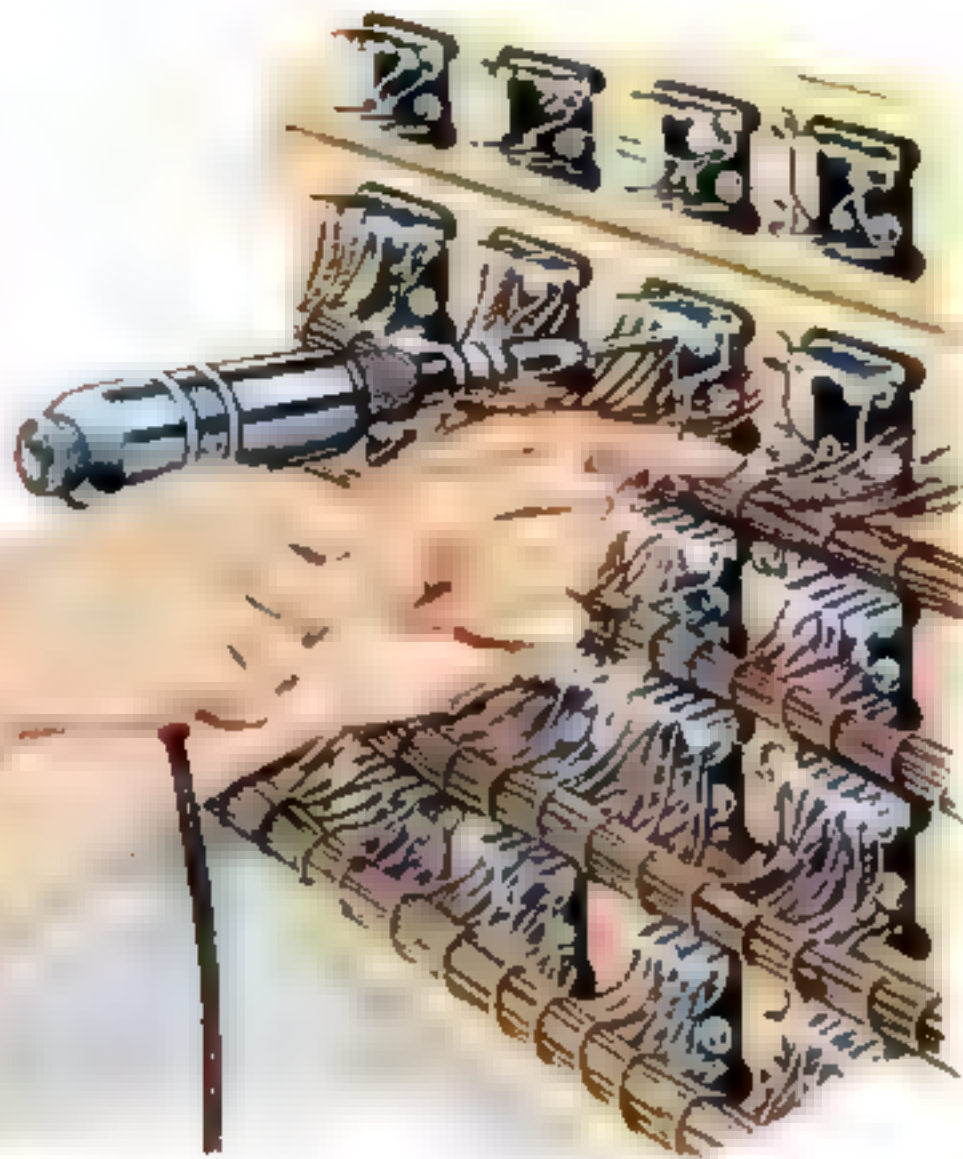


IN TIGHT FORMATION team's F-84s roar over cadet graduating class at the Williams Air Force Base. In typical formation, planes fly three feet apart.

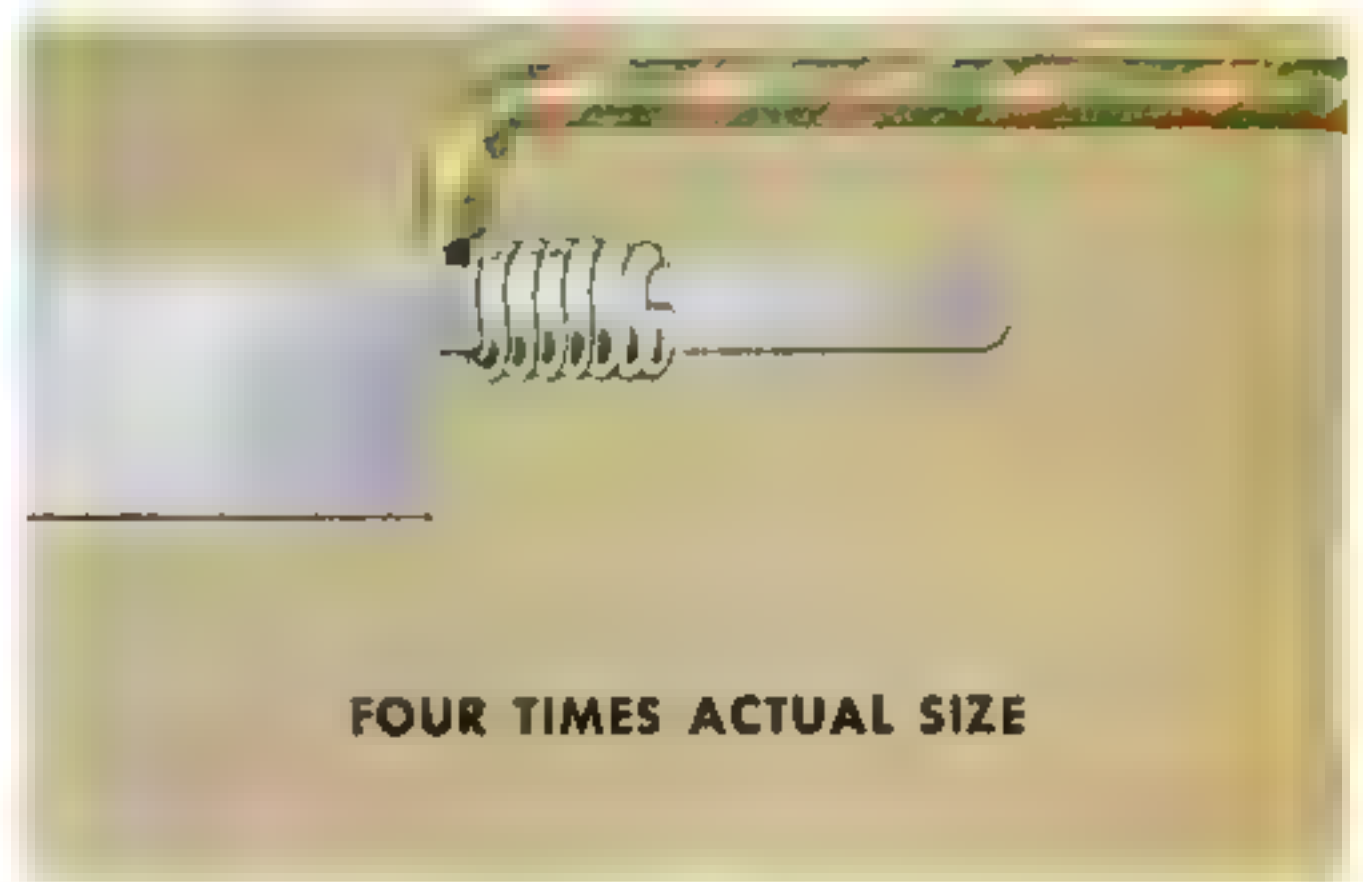


Sally doesn't solder any more...

and that benefits Bell telephone users

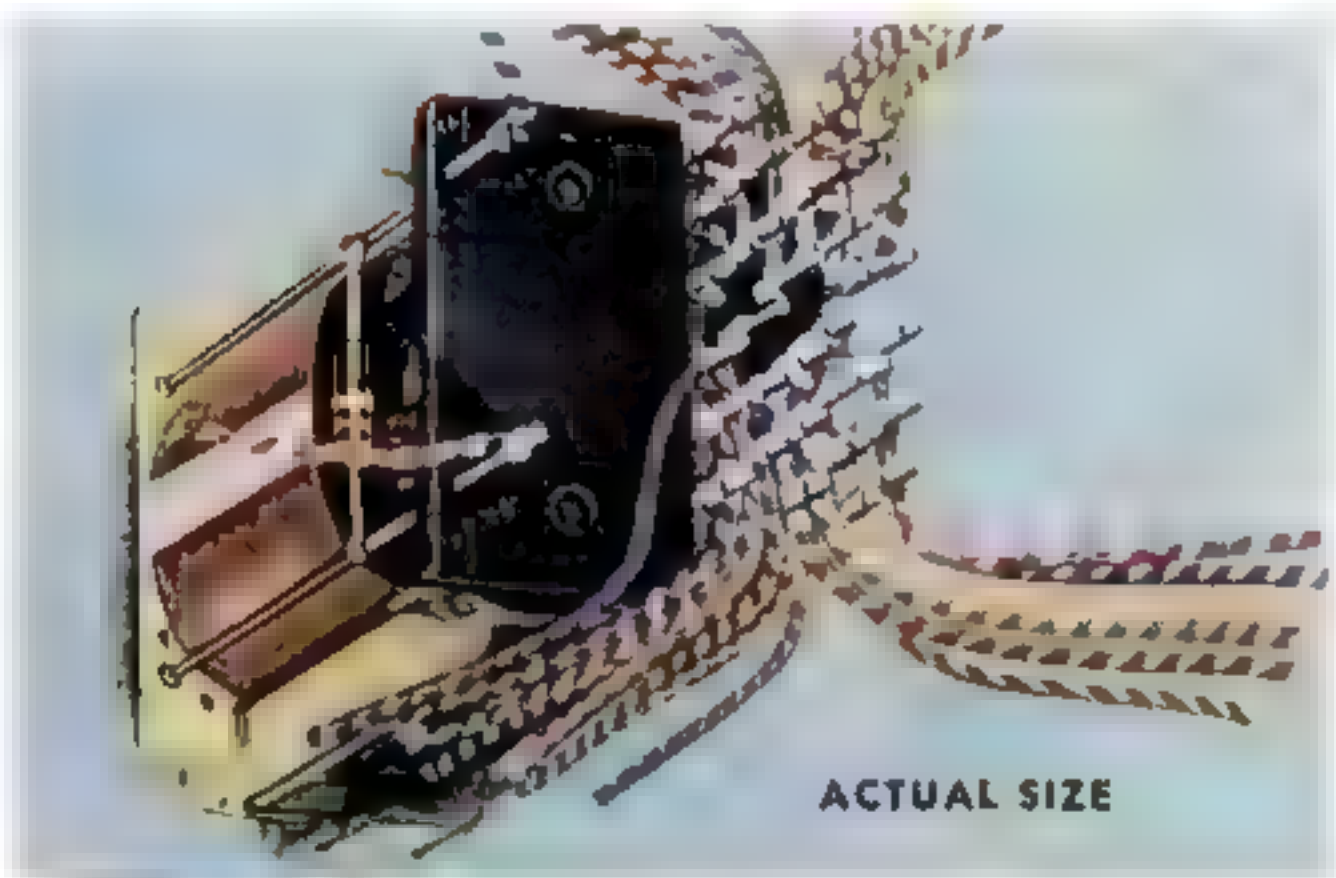


With one quick zip, this "gun"—developed jointly by Bell Telephone Laboratories and Western Electric—wraps wires on telephone equipment so tightly that solder isn't needed.



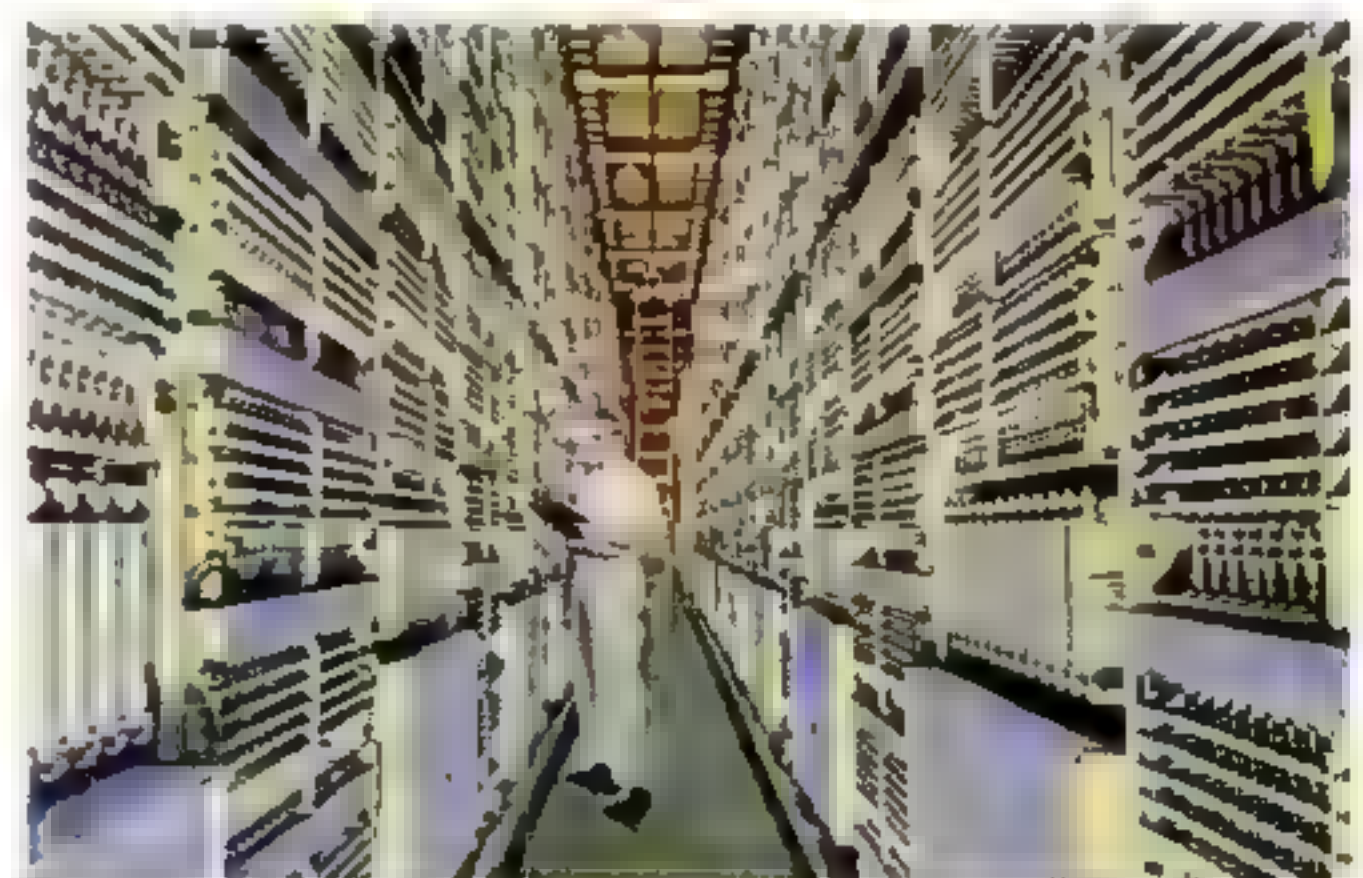
FOUR TIMES ACTUAL SIZE

At Western Electric, where we make a billion wired connections a year, this new method speeds production and cuts costs. Such savings help to hold down the cost of telephone equipment—and in turn help hold down the price of Bell telephone service.



ACTUAL SIZE

Now, for example, 36 terminals can be connected quickly and easily even in the small space provided in the relay above. That leads to savings in our job as manufacturing unit of the Bell System.



Such small units are multiplied thousands of times in dial switching systems made by Western Electric...and the new solderless connections are being used to make other Bell telephone equipment also.

*It's new ideas
like this...*



... constantly being applied at Western Electric, that help your Bell telephone company in its battle with rising costs. And that's one reason why your Bell telephone service has gone up in price so much less than most other things you buy.



A UNIT OF THE BELL SYSTEM SINCE 1882

The farmer takes a ride

There were few treasures in a turn-of-the-century American farmhouse—a child's silver mug, the initials worn down since Grandpa's time; the sword with the faded sword-belt from the War Between The States; the Lenox plates for real company dinners (Mother always took the plate with the big chip in it); and Father's big snap-open watch that told the new railroad time as well as the sun time.

And the farmer had few friends. Everyone lived too far away, and sun time was too short. The morning chores wasted the dawn; the day was one long fight against time and distance and fatigue, and then the evening chores took his last strength. A visit meant you had to get in the shafts and haul out the buggy, then harness up the horse, and finally bump over the slow miles of jolting ruts. Lonely isolation and immobility were absolutes in your life, as certain as the sundown milking. Even taking a pot at the crows with the old shotgun that leaned against the barn was a break.

So when the first automobile rolled in beside the red barn, the farmer of a half-century ago felt a thrill that the loneliest American in all the land today could scarcely measure.

The miles between neighbors had suddenly become a few minutes. There stood the beautiful creature, quivering in all the magnificent strength of its twenty horsepower, glittering with brass, the paint slick and shiny and the seats real leather, promising gloriously to carry you clear over the horizon to town and back.

This was the Model T; this was the farmer's first friend.

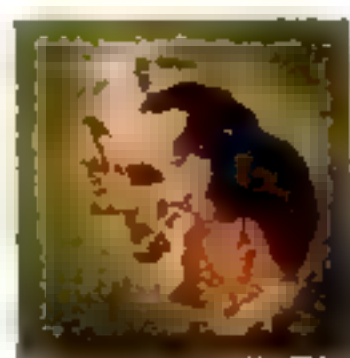
And when the farmer took a ride the American Road began to come into being. The farmer insisted on roads to his markets, and so the communities and the states and then the nation began the great road-building program that created our present 3,322,000 miles of highways.

In helping to pioneer the automobile, Henry Ford had a clear purpose. He believed farm work was too hard, and he set as the goal of his life "to lift the hard work off men's backs and lay it on steel and motors."

That ideal is expressed today in a million motorized ways to reduce the burdens of labor—but still the most important is the automobile, which not only ended the turn-of-the-century isolation of the farmers but has gone on to bring endless benefits to mankind.

To further such ideals, in our national search for progress, is the purpose of the Ford Motor Company. We pledge this anew as we celebrate our Fiftieth Anniversary on the American Road.

*Fifty Years
Forward
on The
American
Road*



Ford Motor Company

FORD • LINCOLN • MERCURY CARS

FORD TRUCKS AND TRACTORS







Not a shadow of a doubt with Kotex

Absorbency that doesn't fail—Kotex gives you the trustworthy kind of protection you need. And you get trustworthy *softness*, too, for Kotex is made to stay soft while wearing.

Holds its shape—without twisting, roping or pulling. That's why this napkin retains its fit and comfort for hours.

No revealing outlines—because only Kotex of all leading brands has flat, pressed ends. Another important reason why Kotex is America's first choice in napkins. Select from 3 absorbencies—Regular, Junior, or Super Kotex.



More women choose Kotex
than all other sanitary napkins*

Not a shadow of a doubt... when Kasper of Penart designs this versatile ensemble in maraschino red wool. First it's a suit... then it's a cocktail sheath—depending on the whereabouts of the jacket. At leading stores, about \$50.



THE AUTHOR IN THE WEST INDIES

THE ATLANTIC AND I

The first woman to sail the ocean singlehanded
reports on her hazardous and haphazard crossing

by ANN DAVISON

A few years ago an English couple, Frank and Ann Davison, attempted to sail the Atlantic in a small boat. Their craft foundered off Portland Bill in the south of England and Davison was drowned. Subsequently Ann Davison determined to make the crossing alone. In the following article, written especially for LIFE, she tells how she became the first woman to sail the ocean singlehanded.

I was in the spring of 1949 that I first decided to tackle an ocean crossing all by myself. It was May 18, 1952—almost three years later—that I sailed. Adventure is due to lack of foresight, and the delay was designed to take the adventure out of the project. Because my experience of the sea and sailing was practically nil, I took a job as a hand in a boatyard for several months, spent a couple of weeks sailing an 18-footer down Devonshire way and another two weeks in concentrated study of celestial navigation. The rest of the time was devoted to earning and raising the necessary finances, to a great deal of profound thought and to fitting out the boat.

Choosing a boat is like picking a husband, a wife or a horse; you have to fall in love to get the best out of the partnership. I fell in love with a two and a half ton Bermudan sloop called *Felicity Ann*, which embodied most of the features I had thought I did not want in an ocean cruiser and shows what love can do. *Felicity Ann* was only 23 feet long, far smaller than I had in mind, but she was modern, light and elegant, she had a diesel auxiliary and an air of indomitable defiance, she filled my eye and from the moment I saw her I knew she was mine.

Various modifications had to be made to fit *Felicity Ann* for the big seas and high winds of the Atlantic Ocean. The sail plan was reduced, special twin sails were made for running before the trade winds, the cockpit was made self-draining and watertight and the sides raised and a spray hood fitted over the cabin hatch to give extra protection to the helmsman—me. High stanchions and lifelines were fitted all round the ship so I would not just slip into the sea when there was no one about to pick me up again.

There is hardly what you might call accommodation in my ship. She is the kind of vessel you pull over your head and wear. You go below and promptly sit down because there is no headroom. There is not very much other room either, and the distribution of load was a nightmare, for the amount of spare gear you have to take on a long ocean voyage is stupendous. Apart from the obvious, such as

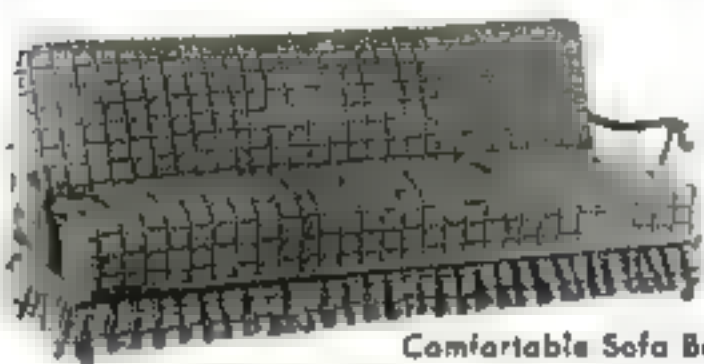
← THE "FELICITY ANN" OUTWARD BOUND FROM ENGLAND

Exciting

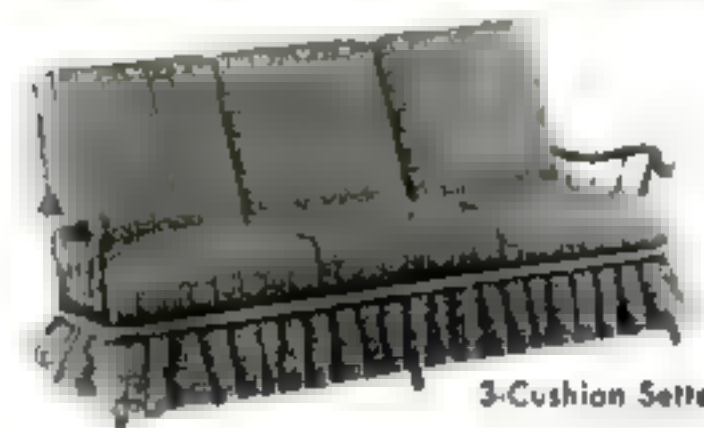
NANTUCKET PIECES NOW AVAILABLE IN OPEN STOCK

COMPOSE your own provincial groupings for living room, game room, sun porch or den with beautiful NANTUCKET pieces in American Province Maple by Fox. The NANTUCKET pieces have a timeless charm you'll love to live with through the years.

• Available in two finishes: Old World, or conventional Maple. See the matching tables, too, at your favorite furniture or department store — or, if not available, write us for name of nearest dealer. Address Dept. TL.



Comfortable Sofa Bed



3-Cushion Settee



Graceful Love Seat



Stately Wing Chair
(Platform Rocker available)



Cocktail Table



End Table



Step Table



Lamp Table

Look for this booklet-tag when you shop. It is your guide to genuine American Province Maple by Fox.



FOX MANUFACTURING COMPANY
ROME, GEORGIA
America's largest manufacturer of
Maple and Oak living room furniture



AT START OF VOYAGE *Felicity Ann* sails out of Plymouth harbor past royal dockyard as crowds on the near

shore wave farewell. A pilot navigated boat until it reached the open sea. He went back and Ann Davison took over.

ATLANTIC AND I CONTINUED

provisions and water, there are things like engine spares, ropes, warps, wire, sailcloth, tools, batteries, engine fuel, lubricating oil, kerosene for lamps and stove, shackles, nuts, bolts, tacks, screws, medical supplies and so on. They all have to be stowed so that they are dry and accessible and in such a manner that they do not upset the trim of the ship. This is impossible. We raised the waterline four inches and hoped for the best.

The fitting out took three months and worked up to such a crescendo that the reason for it all was lost in the doing of it, until one Sunday I found myself alone at sea. I had never sailed *Felicity Ann* on my own, in fact I had never sailed any boat alone before. Realization hit me with the blow of a steam hammer, and I steered for Madeira, a thousand miles away, in stunned astonishment. I had said in an unguarded moment I wanted to sail the Atlantic, and Providence or something had called my bluff.

I never did make Madeira. I spent six strange days moving slowly toward it. Six days of kaleidoscopic unreality, fighting heavy-lidded fatigue, bruised and battered by the incessant liveliness of the boat, frightened through ignorance and cowed by solitude. I tracked a trawler apparently bound for Iceland for a couple of hours one day just for the sake of company. I must have slept during those six days, though I do not remember doing so, just as I must have eaten, though I cannot recall a single meal. Most of the time I was scared to leave the tiller for fear the boat would do something untoward and inextricable while I was not looking.

Then on the sixth day I met a French fishing boat and moved up alongside, ostensibly to ask for a position check, but really to see if there were any people left alive in the world. We conversed in Breton, school-girl French and Indian sign language and got along fine. The skipper suggested I go aboard for lunch, so with *Felicity Ann* streaming astern like a dinghy, I

climbed aboard the trawler to sample maritime hospitality à la Française. Mais, c'est bon. *Entente cordiale* raged and pretty soon the general opinion was the hell with fishing, let's all go to Douarnenez (their home port). So, as I had never been to Douarnenez, we went.

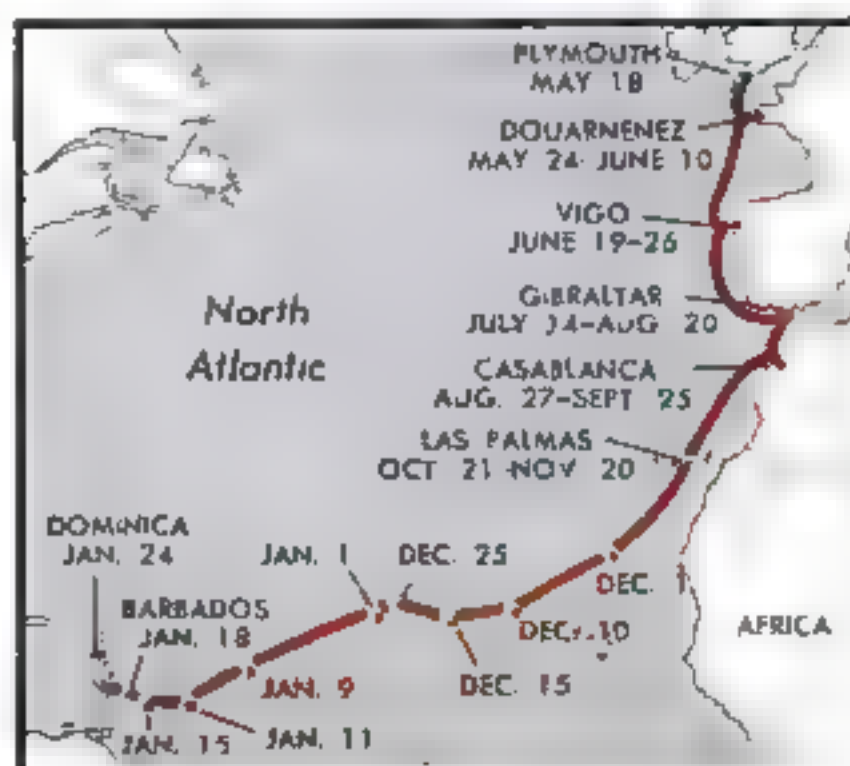
The newspapers made this into a dramatic rescue from a watery grave.

In that enchanting fishing port on the Brittany coast, about 200 miles from my starting point and a good long way from Madeira, I did some heavy thinking. I had to face up to the fact I was no superwoman. Like other people I got tired. I would have to take it easy and make port-to-port hops until I was tougher and more able.

Giving Madeira the miss, I aimed for Vigo, north Spain, and made it in eight days, dead on the nose. I steamed up the river to Vigo flying the Q flag requesting free *pratique* (use of the harbor) and the G flag requesting a pilot. I got the free *pratique*, but no pilot. In my ignorance I was flying both flags on the same halyard, giving unwittingly a two-letter signal meaning "Send all the lifeboats you have." When this was pointed out to me I wanted to ask: why hadn't they done so, with St. Bernards and brandy to boot? But my Spanish wouldn't stretch that far.

From Vigo I struck out for Gibraltar, some 550 miles away, and took 19 days getting there. At least four of these days were spent lying to under bare poles while a northerly gale swept over us. This proved *Felicity Ann* could take it and I had to. Having all the usual human emotions I was scared of course. The seas were impressive, great graybeards between 15 and 20 feet high, and the noise, always the worst feature of a gale at sea, was simply paralyzing.

By the time I nosed the *Felicity Ann* into Gibraltar I felt so salty I called some friends in Casablanca to tell them I would be with them in two or three days. Then I spent eight on the job, signifying my arrival by falling off my friends' yacht and swimming for my own, maintaining firmly in the face of attempted rescue operations that I always swam home anyway.



VOYAGE, from Plymouth to West Indies via European ports and Canaries, was 5,100 miles.

New York Life Insurance Company announces a **NEW MAJOR MEDICAL EXPENSE POLICY**

New low-cost policy pays up to

\$7,500

for each injury or sickness of a covered member of your family . . . protects against ruinous hospital and medical bills!

The cost of a serious injury or sickness can far exceed ordinary hospital plan allowances. This new policy is designed to carry the major burden of cost long after the benefits provided by the ordinary hospital expense plans leave off!

HERE'S HOW IT WORKS. Let's suppose that a covered member of your family is taken seriously ill and has to go to the hospital. For that hospitalization New York Life would pay a flat seventy-five percent of all eligible medical expenses after the first \$500 has been deducted, until you have received \$7,500! It's something like "deductible" automobile collision insurance. By deducting the initial \$500—often covered by other types of hospital plans—the premium rate can be kept far lower and in reach of far more individuals and families.

FOR EXAMPLE: A husband and wife in their thirties, with two children under eighteen, can be covered for only \$102 a year—and have up to \$7,500 protection for *each* sickness and accident for *each* member of the family! Think what that means to a man who suddenly finds himself trying to pay hospital bills, doctor bills, charges of trained nurses, special drugs and costly equipment all at once, in addition to living costs! With this new policy he knows that after the first \$500, New York Life will pay three-fourths of the remaining eligible hospital and medical bills until he has received \$7,500—and will make the payments directly to him!

OUTSTANDING FEATURES! This is not the usual hospital expense plan. It covers illnesses and injuries which require costly medical care—medical care that may run up bills in the thousands of dollars. It covers newborn infants automatically from the hour of birth to the next policy renewal date, after which coverage may be continued as provided in the policy. The long list of eligible medical expenses includes, up to customary charges, hospital expenses, fees for trained nurses, doctors and specialists; cost of drugs, X-rays and appliances; cost of transportation of the injured or sick covered member to the hospital by rail or airline. If the covered member is at least one year old when hospitalization begins, the eligible medical expenses include not only those incurred while in the hospital but also those incurred during the two months before and the six months after confinement, for the particular injury or sickness requiring the hospitalization. And the Company will not refuse renewal of the policy solely because of a change in the physical condition of a covered member. Normally no medical examination is required. Issued up to age 60.

Naturally, the broad coverage has some exceptions—such as injuries or sicknesses which are covered by any Workmen's Compensation or similar law; those incurred before the coverage goes into effect; those occurring as a result of war or while in the military service of any country at war; self-inflicted injuries; and nervous and mental disorders. These and other exceptions are clearly stated in the policy. However, the far-reaching benefits of this new policy make it the finest protection of its kind that a man can give his family and himself today. See your New York Life agent for all the facts right away—or mail the coupon at the right today!

NEW YORK LIFE INSURANCE COMPANY

The New York Life Agent in Your Community is a Good Man to Know

**Goes far beyond the ordinary hospital expense plan!
Provides funds for costly accidents and sicknesses
requiring hospitalization which can wipe out savings,
leave families in debt for years!**

Most hospital plans provide coverage for ordinary sicknesses and accidents. But suppose some really serious, long-lasting sickness occurred which involved months and months of hospital and medical care—ran up bills well into the thousands?

Could you afford it? Or would you have to "cut corners" on costs—cut down on the care you really wanted to provide the stricken member of your family?

Here is the answer to high and prolonged medical expenses—a new, low-cost policy that provides protection against the ruinous cost of *major* accidents and sicknesses!

New York Life's new Major Medical Expense Policy, unlike the typical hospital expense plan, has *no specially limited "allowances"* toward hospital room, surgery or other specified types of expense.

You can choose your own doctors and specialists . . . select whatever hospital facilities you wish . . . order the kind of medical care you need—with the assurance that *seventy-five percent of the eligible expenses over \$500 will be paid by New York Life until \$7,500 has been received!* This applies not only to you, but to each covered member of your family and to each separate accident and sickness requiring hospitalization.

This is *not* a policy to provide funds for minor injuries and ailments covered by ordinary hospital plans. It is designed to carry the major burden of cost when a *major* injury or sickness requires hospital confinement. Your New York Life agent will be glad to give you all the facts—or simply mail the coupon below *today!*

This advertisement is intended to give only a broad outline of the policy, not an exact description of its terms, conditions and benefits. An exact statement of the coverage is clearly stated in the policy.

**For complete information
MAIL COUPON TODAY!**

**New York Life Insurance Company, Dept. L-1
51 Madison Avenue, New York 10, N. Y.**

Please furnish me, without obligation, full information
on your new Major Medical Expense Policy

NAME _____ AGE _____
Sold only up to age 60

ADDRESS _____

CITY _____ ZONE _____ STATE _____

VODKA and Tonic!

Dry-er Smoother More refreshing!



It leaves you breathless

As easy to drink as it's easy to mix...
Just pour a jigger of Smirnoff Vodka
over ice in a highball glass and fill with
quinine water. You'll love it.
Be sure you use SMIRNOFF—the medal-
winning vodka of connoisseurs
and kings since 1818.



Smirnoff

the greatest name in **VODKA**

80 or 100 Proof • Made from 100% Grain Neutral Spirits • Ste. Pierre Smirnoff Fls., Inc., Hartford, Conn.

ATLANTIC AND I CONTINUED

In Casablanca *Felicity Ann* and I had a great bout of painting and garnishing for the next passage to Las Palmas in the Canary Islands, which would be the last before embarking on the big hop, 3,000 miles across the ocean to the West Indies. This trip was to be in effect a dress rehearsal for the real thing.

I achieved the 600-mile passage in 29 days. By now I had got used to my own company. I no longer felt I could not stand the solitude another moment, but I remained subject to violent emotional instability. Dejection alternated with elation, and ungovernable fury would be aroused by the least little setback. The days ran together in a kind of blur, highlighted occasionally by discoveries that would help in the forthcoming crossing.

I fiddled with the sextant all day long, practicing taking sights until I was cross-eyed. I found that vitamin tablets are not just a dietician's fad, but that if they are to do you any good on a long ocean passage you have to take at least twice the stated dose.

Food and sleep were my two insoluble problems. Although inflicted with the appetite of a healthy team of horses ashore, after a few days at sea I just didn't want to eat. I opened tin after tin, found the contents smelled of tin, deep sixed them, without a bite. If I took one small simple meal a day I was doing well. That meal was breakfast, usually scrambled eggs or an omelette. I was practically clucking on arriving at Las Palmas.

As for sleep, this only could be done at the expense of progress, for unless close-hauled or running with the twin sails set *Felicity Ann* wouldn't steer herself. Ordinarily the moment I left the tiller she would swing up into wind and wait for further instructions. This I did nothing to eradicate, as I liked the notion that if by any chance I did go over the side she would luff up and wait for me. But if I wanted to rest I had to heave to—in other words, stop, but even then I could not sleep much. I usually caught a short zizz from dawn to 7:30. But I could not, with the best will in the world, steer the ship for days on end for more than 12 hours at a stretch. So I usually relaxed in the cabin, with the ship hove to, while I dickered with the radio, getting time signals for a chronometer check or listening to music if there was any to listen to. (Why do radios go yak yak yak all the time?) But the night was very broken. I had to take a peek at the outside world every 20 minutes, as that is the time it takes for a ship I cannot see to reach me.

At Las Palmas *Felicity Ann* went through another bout of garnishing and painting and refitting for the crossing. By the time departure day drew nigh I had worked myself into quite a private lather about it. It never occurred to me that I might not make it, but I was much concerned as to how we would make it. While hoping for a four- or five-week voyage, I was prepared for an eight-week trip, and I wondered how I was going to react to 3,000 miles of unbroken, and unbreakable, solitude.

Looking for a wind

I SAILED out of Las Palmas on the morning of Nov. 20, 1952, *Felicity Ann* bulging with stores and provisions and well down to her marks. It was blowing sharply from the south, kicking up an ugly, short little sea and pouring with rain. Pretty soon everything below was as wet as on deck. The atmosphere in the cabin was tropical, and four weeks' supply of fruit and tomatoes (vitamins A and C) started to ripen and rot at once in an alarming manner. By nightfall the wind had backed round to the east, and I was kidding myself I was one of the lucky sailors who find the trade winds right away. But it was just another of those illusions one is such a sucker for at sea. The wind folded up after 24 hours and I had to motor 500 miles SW over a calm and oily-looking ocean before finding the wind again. I slipped in the cabin one morning and cut my temple. Then later, working in the cockpit, the boom swung over suddenly and split the back of my head. One way and another the trip was not beginning too well.

On Dec. 1 the little round white trade wind clouds cluttered up the heavens like a flock of celestial sheep, and a gorgeous wind came up from the southeast. I stowed the fore and aft sails, put up the twins, rigged the self-steering gear—which only worked with the running sails—and settled down to enjoy a downhill run across the Atlantic. It was an inexpressible joy to have the ship sail on nonstop, and to be able to cook and patch and mend and splice, to read, relax and listen to the radio, to take sights and work them out without the feeling one was doing it all at the expense of progress. And it was sheer bliss to be able to turn in at night without the constant anxiety of 20-minute watches for other ships. I used to flash out on deck at dawn to read the log and check the night's progress with the same sort of delight with which one rushes round the nesting boxes to see how many eggs the hens have laid that day.

CONTINUED ON PAGE 33

**The great
South
Pacific
adventure!**

**GARY
COOPER
RETURNS TO
PARADISE**

Filmed in the
South Seas in Color by **TECHNICOLOR**

with
BARRY JONES
ROBERTA HAYNES
JOHN HUDSON
Directed by
MARK ROBSON
Produced by
Theron Warth
Screenplay by **CHARLES KAUFMAN**
Based upon the book
by **JAMES A. MICHENER**
Director of Photography,
Winton C. Hoch, A.S.C.
Music composed and conducted
by **Dimitri Tiomkin**
An **ASPEN PICTURE**
Released thru **UNITED ARTISTS**



Tony the Tiger says:

“GR-R-REAT”



Hold that, Tiger!





Hold it so 26,450,000 Life readers this week can take
a good square look at the biggest, sweetest thing
that's ever happened in cereals!

NEW FLAKES
FROSTED FLAKES

Kellogg's **SUGAR FROSTED FLAKES**

America's great new cereal, sparkling all over with Kellogg's secret sugar frosting.



A
full big
glass of
FLORIDA
ORANGE
JUICE

For the Vitamin C you need every day!

...one vitamin your body can't store up

Smart girl—takes hot-weather housecleaning in her stride! You can too, by sipping an *extra* glass of Florida orange juice after you get the family off in the morning. And have another frosty glassful when mid-morning or afternoon fatigue sets in.

Florida orange juice gives you *extra* energy and plenty of vitamin C. Your body doesn't store C—you need a fresh supply *daily*. So, take time out for a Florida orange juice lift—and *then* watch your dust!



Florida Canned

Fresh-tasting, natural full-strength juice rich in vitamin C. Just open the can and pour! Blended orange and grapefruit juice is delicious, too!

Florida Fresh-Frozen Concentrate

Just-squeezed flavor in time-saver form. Pure juice, no sugar added. Florida oranges are *naturally* sweet. Keep a supply in your freezing compartment.

Florida Oranges
Florida Citrus Commission, Lakeland, Florida



FINAL FURBISHING for the *Felicity Ann's* 3,000-mile voyage across the Atlantic was provided on slip in a shipyard at Las Palmas in Canary Islands.

ATLANTIC AND I CONTINUED

Optimistically I started working out our ETA (estimated time of arrival) on the average day's run, which was around 76 miles. This must have frightened the wind out of its wits, for after another 700-800 miles it folded up again, and left us wallowing in a flat calm 1,500 miles from our nearest neighbor. At first I thought this was just a temporary aberration on the part of the trades, for all the meteorology books I had read insist they blow ceaselessly year in and year out and that doldrum conditions do not extend farther north than the tenth parallel. I was well north of that, about 17° 30 minutes north, but the calms lasted for 23 days. At times there was not even a creak from the ship, and the silence was terrifying primeval.

Occasionally life was enlivened by sou'westerly squalls of unprecedented violence, and then *Felicity Ann* lay right over on her side without even a rag of sail set while the heavy black clouds seemed no more than mast-high and lightning played all round the boat. These squalls usually arrived wham bang in the middle of the night with no more warning than a faint whistle of wind and they never lasted more than a few hours. Another variation on the stillness was a tiny breeze, no more than a zephyr, so that we crept along in stockinged feet making about half a knot close-hauled, for always the wind, light or heavy, came from the west or sou'west. Then a mountainous glassy swell set in from the north-east, and I began to fret about the possibility of an out-of-season hurricane and kept a stony watch on the barometer.

As day after day went by without any signs of the trade winds returning, I took to running the engine for two hours a day. Although 10 miles did not make much of an impression on the small scale track chart, it helped immeasurably to boost my drooping morale. I read a booklet, *Survival at Sea*, with more than a passing interest. Provisions did not worry me; with my limited appetite there was enough food aboard to take me across the ocean several times, and by now flying fish had taken to committing suicide on deck every night, so I had all the fresh fish I wanted.

But I was worried about water, for when it was not squalling the sun beat down with true tropical mercilessness and I was consumed by a hideous, insatiable thirst. There were 30 gallons in the main water tank when we set out, and in addition there were a pair of two gallon cans and 18 aluminum quart bottles stowed about the ship. But at the rate I was drinking it was obvious the water was not going to last if the calms continued indefinitely. I rationed myself to a pint a day, and had to lie still and motionless in the shelter of the cabin during the heat of the day. The slightest movement brought on a profuse sweat, and conservation of body moisture is the key to solving the water problem. A dip in the ocean helps too, but I did not care to go overside as there were always two or three sizable sharks hanging around the ship. Although they say sharks don't attack unless provoked, I wasn't sure what might provoke a shark.

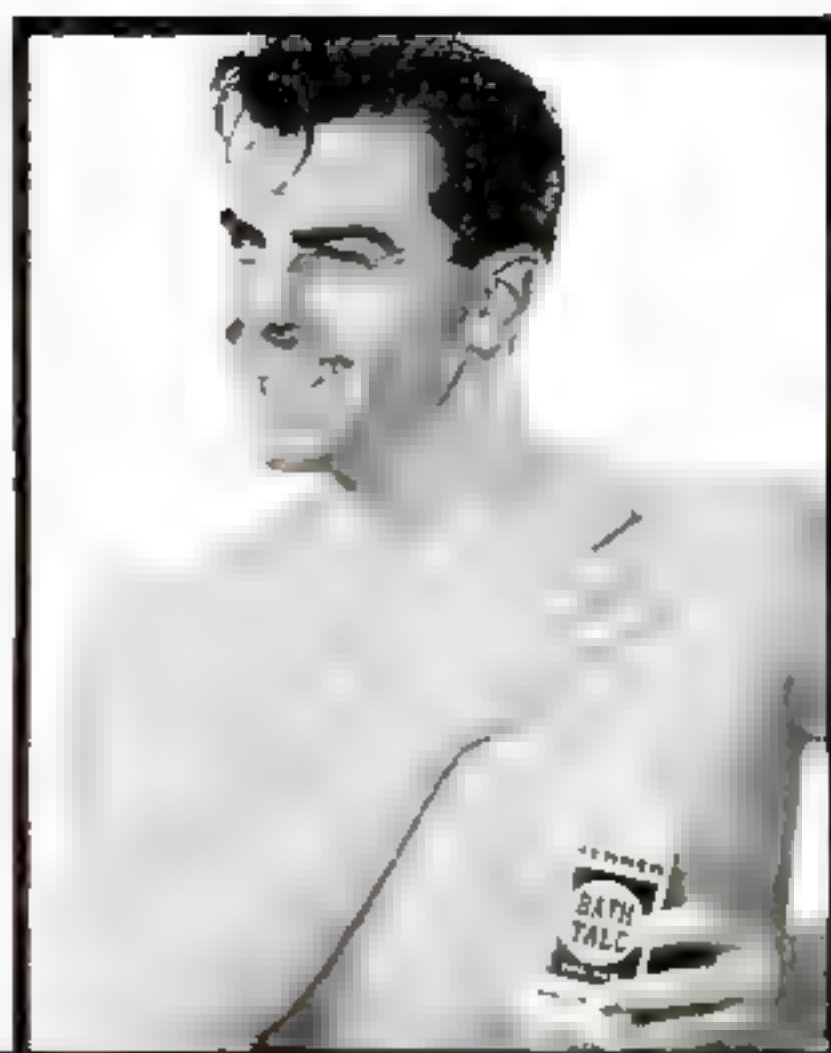
Those 23 days were just about 23 years of anyone else's time.

Then, at last, on Jan. 5th, when I was almost reconciled to spending the rest of my life in the middle of the Atlantic, the trade

CONTINUED ON NEXT PAGE

NEVER BEFORE!
A NON-STAINING BATH TALC

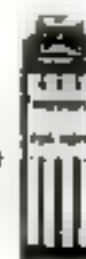
for
men
only!



...ONLY 59¢

IT'S NEW! And masculine! Moderately scented with a real he-man scent — no more need to buy or borrow a "she-she" powder perfumed for a woman! And, unlike after-shave tales, it's pure white — won't "stain" shorts or shirt. Try Mennen Bath Talc for Men — after your next tub or shower!

P.S. For your face, of course — you want the famous invisible neutral-tinted Mennen After-Shave Talc for Men. →



MENNEN
BATH TALC FOR MEN



*A happy Selection
for a happy Vacation!*



A wonderful vacation awaits you in this beautiful country — so easy to reach — Cool sunny weather; scenic highways; enchanting resorts; picturesque colonial cities; breathtaking ruins of ancient civilizations; colorful fiestas and outdoor sports.

DIRECCION GENERAL DE TURISMO

Av. Juárez 89 México, D. F.

New York Chicago Los Angeles San Antonio
8 West 51st Street 333 North Michigan Ave. 511 West Sixth St. 518 W Houston

In Mexico everyone speaks English, but wouldn't you like to speak Spanish, too? Learn it the Mexican way with the study-at-home method for adults sent to you directly from Mexico. This method has been approved by Direccion General De Turismo. Write for free booklet and demonstration record: Mexican Spanish Academy, Sierra Madre 440, Mexico, D. F.

RELIEVES PAIN OF HEADACHE NEURALGIA NEURITIS

The way
thousands of
physicians
and dentists
recommend



Here's Why...

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.



Delight
your dog-

with **K**rispy, **K**runchy

Klix DOG CANDY

New treat even puppies can chew

A taste that "wows" dogs and cats! Made without sugar. Veterinarian-approved ingredients build energy—special shape aids chewing. Feed KLIX freely!



for cats and kittens, too!

ANOTHER FINE FAIRBANK'S PET PRODUCT

ATLANTIC AND I CONTINUED

winds returned, considerably refreshed from their long Christmas holidays. Our daily runs shot up to over 90. This was dizzy progress. Intoxicating. The little crosses marking our positions seemed to bound across the track chart. Daily we drew nearer and nearer to Barbados, the most easterly of the West Indian islands.

But daily too the wind increased, growing harder and harder. And daily the seas grew higher and higher. At last I had to drop the twin sails lest they be blown out. I put up the storm jib and the mainsail, reefed right down. Still the wind increased. It blew up to 60 mph with seas running up to 30 feet: their great, hollow, overhanging crests broke in a colossal smother of foam with a wild horizontal rain of spray. I reduced canvas to storm jib only and then finally to nothing at all. The noise of the wind and sea was overwhelming. The *Felicity Ann* took every sea with a courage I could not even begin to match, but it seemed as if we were in the grip of a force that would never stop.

I had been emotionally wrung out by the doldrums, and now I was physically exhausted as well, for the motion was fantastic, impossible to believe unless experienced. Every task took at least four times longer to perform than normal. Fortunately these extreme conditions did not last too long, and I was able once more to get some sail up and make headway that wasn't broadside on. At this stage I longed for land more than I can ever say, and for the peace and security of the still waters of a harbor. I wanted to lie down and sleep for a week.

At last came the moment when I thought, if my reckoning was correct, that the next morning we would sight Barbados, though there was no earthly reason why my navigation should have been correct to this extent. But next morning at dawn, there, dead ahead on the skyline, was the dim gray shape of the island. For a moment I knew all that Columbus must have felt—a moment of splendor and triumph—but only for a moment. Conditions were still tough enough for sailing to demand all my concentration.

Under reefed sails I worked the *Felicity Ann* toward the island, and it was then I saw the first ship since leaving the Canary Islands. Darkness fell when I was still some 10 miles off and I hove to, intending to have a good night's rest and put in in the morning. Before dawn the wind blew up again and I had to put the warps out and hang oil bags over the weather bow to stop the worst of the seas breaking over us. There was no hope of beating against it and getting into Barbados. I was savagely disappointed. Willy-nilly, I was swept westward and ever westward until I made the southern end of St. Lucia. There, however, the weather eased, and I sailed through the St. Lucia-St. Vincent channel in comparative calm and brilliant sunshine. Suddenly I was no longer madly anxious to get into port. The islands were there. We had crossed the ocean. I didn't even particularly want to see anyone or talk to anyone. Perhaps I had been too long on my own. It was 65 days since I had sailed from the Canary Islands, 3,000 miles away.

I sailed north and at 1800 hours that evening I dropped the hook in two and a half fathoms of water just off the jetty to the shaggy little town of Portsmouth at the northern end of Dominica. I made no attempt to go ashore that night. I sat in the cockpit watching the tropical night descend and the brilliant stars come out one by one against a velvet blackcloth, and listened to the jungle orchestra strike up in the wooded hills in back of the village.

If I never knew it before, and if I never know it again, for one night at any rate, I knew content.



AT END OF VOYAGE Ann Davison, suntanned and sunburned and radiant with success, comes up from cramped cabin to greet residents of Dominica.



Tomatoes 'n peppers
pickles 'n spice,
Simmered together
'n blended just nice.
Soon as you taste it
You'll love it because
It's the

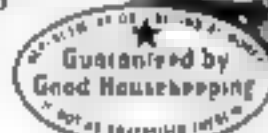
real home-made kind!



Mmm! mouth-watering
flavor-magic on meats,
poultry, sea food...
and in cookery too!

Betcha!

say Bennett's is as good
as any "home-made"
chili sauce you've tasted.
If not—send us the
neck-label and we'll
return retail price
plus your postage.



Relieve
**TIREDE
EYES**

Ask for
LAV-OP-TIK



Bathe eyes often with
cooling, soothing LAVOPTIK
Eye Lotion. Quickly
relieves itching, burning
eyes. All druggists have

LAVOPTIK
Eye Lotion

**"MELT"
CORNS
AWAY**

Medicated
liquid Gels-it
dissolves even
toughest corns
painlessly. Don't
suffer! Get
it today.

GETS-IT
LIQUID CORN
REMOVER

check **Skin Torment**

Very first use of soothing cooling, liquid D.D.D. Prescription positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itch troubles. Greaseless, stainless. 43¢ trial bottle must satisfy or money back. Ask your druggist for D.D.D. PRESCRIPTION.

FEEL FINE
Banish Heartburn
Acid Indigestion
with...

TUMS

FOR THE TUMMY



GUARANTEED TO CONTAIN NO SODA

Leadership Demands Constant Achievement

Lockheed's huge Marietta, Georgia, factory speeds output of U.S. aircraft

**EXPANDS DEFENSE PRODUCTION
IN INDUSTRIAL SOUTH**

Lockheed and the growing Industrial South today provide the U.S. with one of the world's largest aircraft factories—Lockheed's huge Marietta, Georgia, plant.

A short distance from Atlanta, this factory complements Lockheed's California Division, providing the industrial dispersal now considered vital to U.S. defense.

Lockheed's Georgia Division employs over 13,000 people and has an \$800 million backlog of airplane orders. That's big business—and an excellent example of new production in the fast-growing Industrial South.

This Lockheed plant is currently producing big Boeing B-47 bombers for the U.S. Air Force in a cooperative defense effort. Soon the plant will also produce America's first airplane originally designed for turbo-prop power, the Lockheed C-130A cargo transport for the Air Force.



Look to
Lockheed
for Leadership

LOCKHEED AIRCRAFT CORPORATION - MARIETTA, GEORGIA, AND BURBANK, CALIFORNIA





THE 17,313-SQUARE-FOOT STAGE AT THE BATHS OF CARACALLA IN ROME MAKES A SPECTACULAR SETTING FOR ACT I OF "TOSCA"

GRAND OPERA AL FRESCO

Italians use ancient and modern arenas as setting for grandiose musical nights

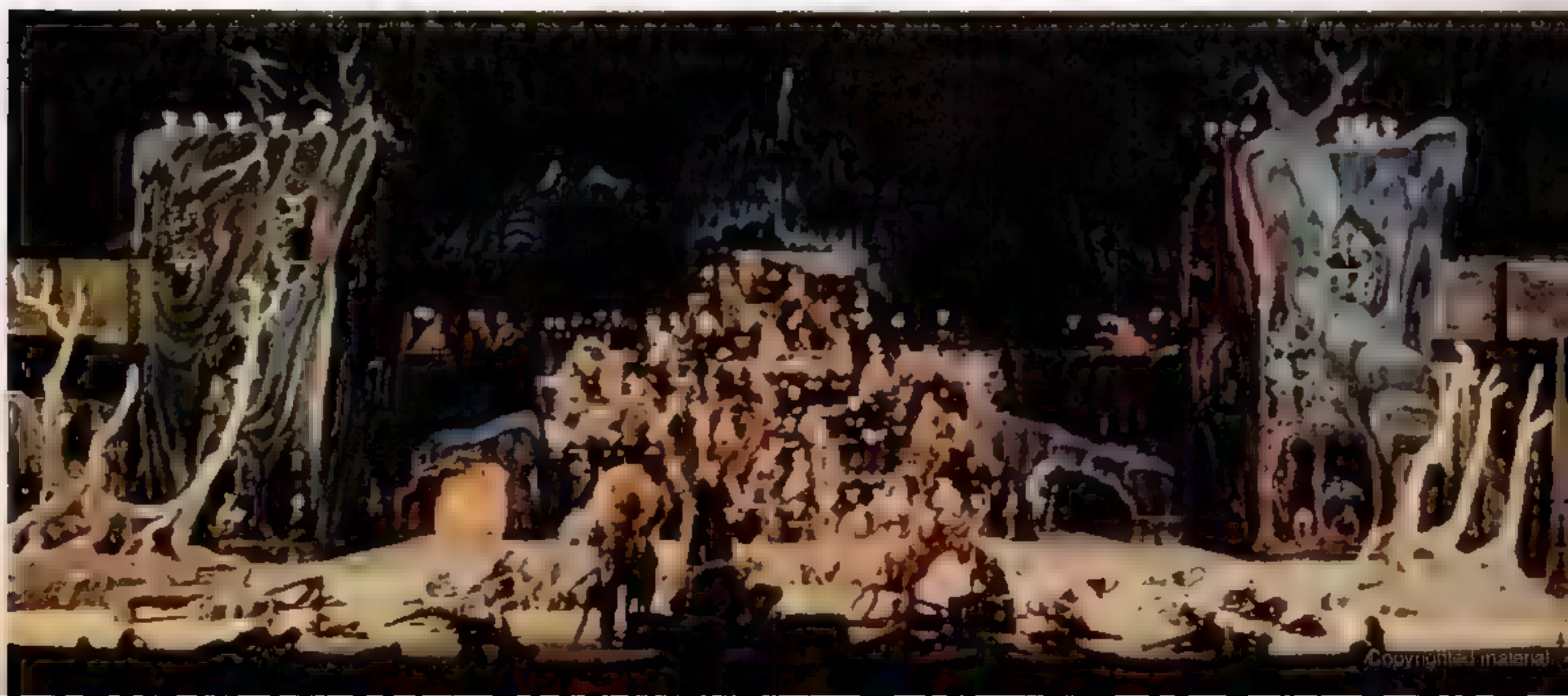
The starlit skies of Italy echo mightily to workers' songs in the fields, lovers' songs in the lanes, gondoliers' songs on the canals. These summer nights they echo too to grand opera, sung in the open-air amphitheaters which have become a feature of Italian life. The first one began in 1913 when a tenor discovered that the 1,900-year-old Arena in Verona made a perfect setting for grandiose works like *Aida*. He demonstrated to skeptical musicians that the acoustics were perfect too by dropping a coin on the last tier of seats—490 feet from the stage—which the singers on stage could hear as clearly as if it had dropped at their feet.

This summer *al fresco* opera and concerts are being given in almost every Italian city. They are produced in refurbished ancient monuments like the baths built by Caracalla in 212 A.D. (above) or in new arenas (right). Crowds with sandwiches, Coca-Cola and children pack in every night. What they see is grand opera in every sense of the word, with lavish settings, huge casts and some of the best voices in the world. To make sure everyone will hear them, the music-loving Italians carefully route all their airlines at a good distance from the arenas during show time.



MODERN ARENA at Naples was inaugurated last year, seats 12,000, is reputed to have best acoustics of any outdoor theater in the world. Here company is going through a daylight rehearsal of *Turandot*.

← ANCIENT MONUMENT in Rome, the Basilica of Maxentius near the Colosseum (floodlit in background), is used for choral works and symphony concerts at popular prices. It seats 4,000 people.





ANCIENT KREMLIN in Verona arena was built for magnificent production of *Boris Godunov* by Milan's La Scala company.

← **WITCHES' SABBATH** in Bart's *Mephistopheles* gets lavish production on the immense stage of the new Arena Flegrea in Naples.

GREEK TEMPLE is set for *Mephistopheles* when Helen of Troy is conjured up. It takes half hour to change the colossal sets.



GOEBEL...only American Beer to win three awards in International Beer Competition



IN ANTWERP, BELGIUM, as in Luxembourg in 1951, Goebel continued to dominate the world-famous International Beer Competition, winning three great awards . . . more awards than any other American Beer. Leading European beer judges, recognizing the superb quality and flavor of Goebel Beer, awarded it the *Cross of Honor*, the *Cross of Gold*, and the *Diploma of Excellence*.

Enjoy Goebel, America's flavor champion, next time you order beer . . . in export and Bantam Bottles, cans, or on draft.

If it's Goebel . . . it's good





THIRSTY CLUSTER of patrons in P. J. Clarke's saloon on Manhattan's Third Avenue often includes male shorts-wearers. Custom began among young men who wore shorts for Sunday afternoon lounging at home, kept them on as they wandered out to neighborhood bars.

CORRECT OUTFITS require long wool socks, here include cotton shorts (\$10) worn with a madras jacket (\$42, both Brooks Brothers), worsted shorts (\$17) and Argyles (\$13, both Fenn-Fenster) and Heller wool jersey blazer (\$55, Saks Fifth Avenue) with plaid wool shorts.

MEN TRY SHORTS FOR TOWN

Hot weather measure appears in pubs and in public

As the temperature got out of hand in New York, male individualists took drastic steps to keep cool. In saloons and restaurants, in offices and along scorching streets, wearers of knee-length Bermuda shorts were cropping up, not frequently but boldly and regularly. In Washington a *Christian Science Monitor's* reporter came to the President's press conference in shorts. The shorts the men wore, which have been carried around the world by British military men, have long been identified with Bermuda where law requires shorts to come within two inches of the knee. U.S. tourists

brought the style back for golf and tennis but have only recently begun appearing in Bermuda shorts at informal dances or country club dinners. Properly worn with knee-length wool socks, which somewhat cancel the cooling effect, Bermuda shorts take on formality as a jacket or tie is added, still look best in the country. Brooks Brothers reports Bermuda shorts sales up 50% over last year, now offers them in a variety of colors and fabrics. But with midsummer bravado, some frugal males are obtaining roughly the same effect by taking their trousers to the scissors of a tailor.

CONTINUED ON NEXT PAGE



Can't sleep? Dead tired at 8:00 A.M.? Then read these

New Facts About Sleep

—and how to improve the quality of the sleep you get!



IF YOU HAVE TROUBLE getting to sleep, or you can't get sound, refreshing rest—here's news of real importance to you. News that promises more refreshing sleep tonight and a brighter, more energetic day tomorrow.

Recent medical studies indicate that a vital substance in your bloodstream may have a lot to do with how well you sleep. This substance, known medically as *blood sugar*, is an important source of nourishment for the brain.

At bedtime, and especially during the long nighttime hours without food, your supply of *blood sugar* may become seriously lowered. Thus, your brain and nervous system may suffer from insufficient "sleep food." You may feel too nervous to go to sleep... too restless to sleep well.

How you can help your body get needed "sleep food"

Drugs or sleeping pills can't supply "sleep food." And sweet, sugary foods and drinks provide only a quick jet of sugar that is too quickly burned up. But here is a way—a *delicious, drugless* way—to help your body get needed "sleep food." This sleep-aid is a POSTUM "NIGHTCAP"—a delicious drink made with Instant Postum and hot milk, taken shortly before retiring.

Your Postum "Nightcap" is good-tasting and safe—contains no drugs to harm you. Moreover, your Postum milk drink gives you easily digested nourishment

that is *slowly* converted into blood sugar. Thus, it helps assure the *slow, steady flow* of vital "sleep food" to your brain. That's why a Postum "Nightcap" helps you get refreshing sleep—the kind that leaves you rested, looking and feeling like new!

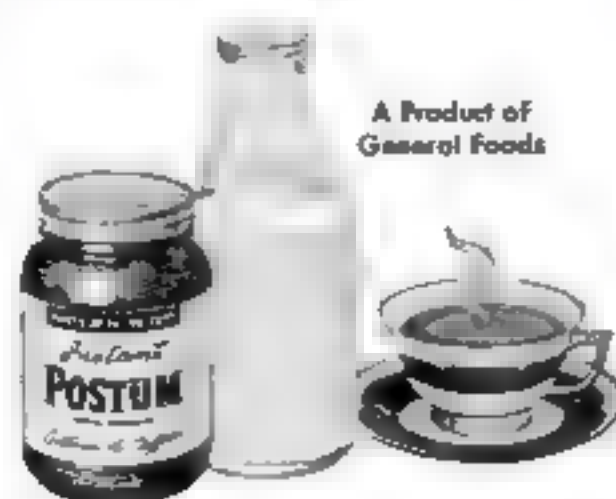
So safe, so easy—try it!

Every night before you retire, fix yourself a Postum "Nightcap." It's easy—add a rounded teaspoon of Instant Postum to a cup of hot milk, and stir. Try this for just 10 days. Then see if you aren't sleeping better—feeling fresher—looking like a new person! Get Instant Postum now, and start the 10-day test tonight!

Are Postum "Nightcaps" really effective?

Doctors have always known that a warm milk drink is an effective aid to sleep. The recent blood sugar studies offer additional reason why. As your own doctor can tell you, the Postum "Nightcap" is ideal: a warm, relaxing drink that *tastes good*... and Postum contains no caffeine, no drugs of any kind.

Postum is an ideal mealtime beverage, too. No caffeine—no drugs—no chance for "coffee nerves."



The "SLEEP-FOOD" Nightcap
—for sleepless Millions!

Bermuda Shorts CONTINUED



ON FIFTH AVENUE, a trio of young businessmen in heat-wilted shirts and shorts sticks together during lunch-time but shows a glaring disregard for uniform sock length.



IN MANHATTAN OFFICE when temperature hits high 80s, president of Cavanaugh Shipping Co. nonchalantly wears all-white shorts outfit he bought in East Africa.



IN LAKE FOREST, outside Chicago, pioneering eastern college men on vacation show up in dinner shorts, white jackets and black tie for a formal country club dance.



For the gifts you'll give with pride, let your jeweler be your guide

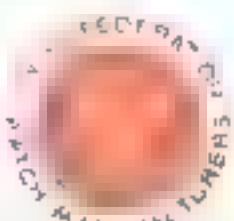
Once—perhaps twice—in a lifetime...

How many occasions are there to give someone close to you a very fine watch?

An important birthday, anniversary, graduation. Of course, it'll be a jeweled-lever watch—and, most certainly, it'll be Swiss. To make sure it's the *finest* of jeweled-lever Swiss watches, you need the advice of your jeweler.

The Watchmakers of Switzerland

ONLY YOUR JEWELER
CAN HELP YOU CHOOSE A
REALLY FINE SWISS WATCH



TIME IS THE ART OF THE

Swiss

U. S. F. W. W. Federation of Watch Manufacturers



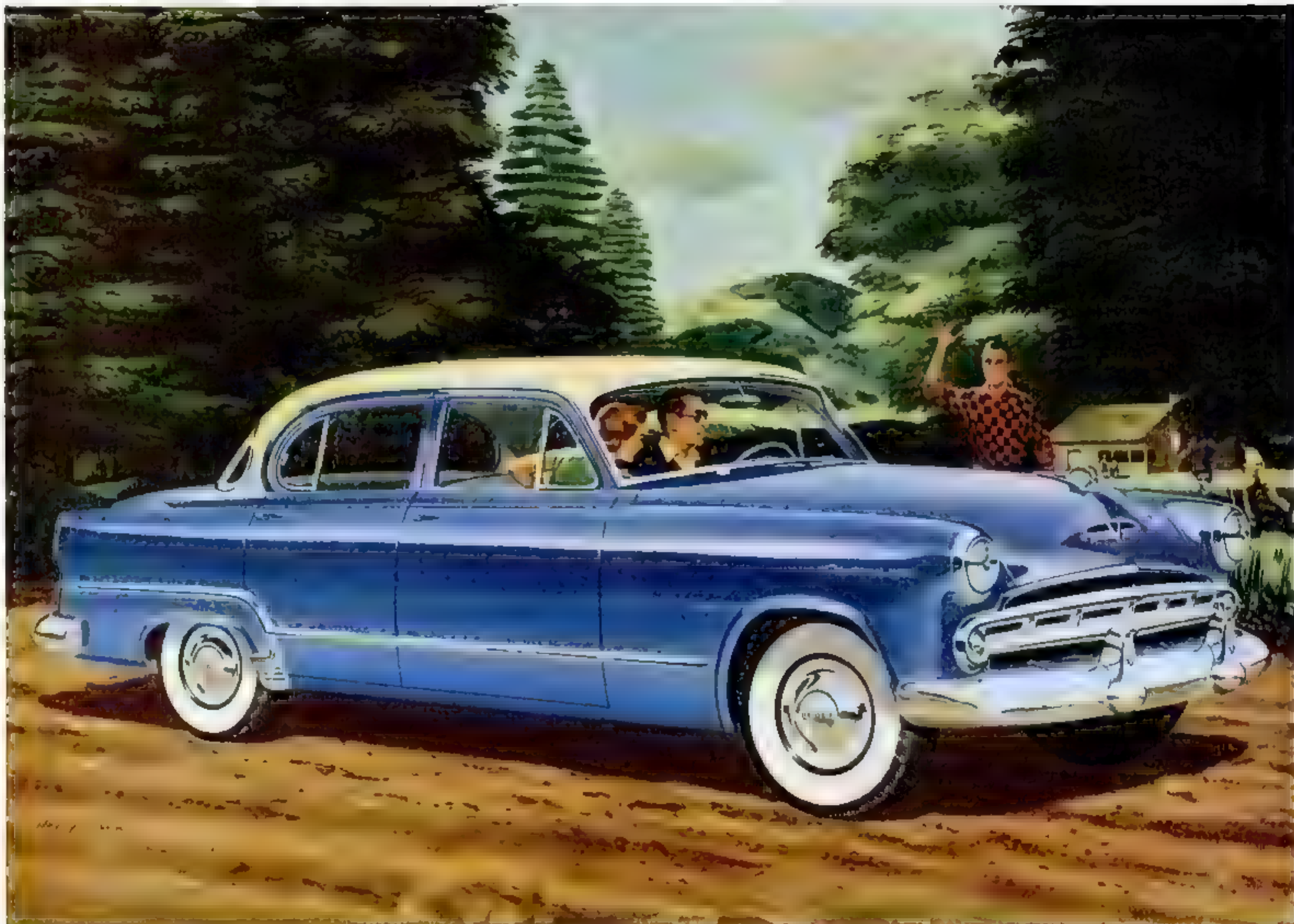
It takes an expert to tell you the differences between watches, and to show you what 300 years of Swiss craftsmanship can mean in inner precision and long dependability, outer beauty and pride of ownership.



The newest wonders of the watch world, developed in Switzerland, are waiting for you at your jeweler's. He can suggest the perfect watch for every person, every purpose—and he has the widest choice to show you.



As for servicing, you can trust your jeweler to keep the fine Swiss watch he sells you in accurate running order—and he can do so economically and promptly. No wonder most jewelers wear fine Swiss watches themselves!



In all these ways this one car gives new meaning to the word

DEPENDABILITY

Dependable Economy—Proved when the '53 Dodge V-8 swept its field in the Mobilgas Economy Run: Won over *all* cars in low-medium price range and over all other "eights" in *every* price class by official AAA economy rating.

Dependable Power—After its victory in the Economy Run, the same dependable '53 Dodge V-8 broke all existing records for standard make cars in official AAA Performance Runs over Measured Mile, from standing start and also from a flying

start. Further proof of safe dependable power for passing, crossing intersections, or pulling safely into highway traffic.

Dependable Style—Experts in beauty, style and design, have picked the '53 Dodge for its superb styling. During this year Dodge Action-Styling was awarded the gold medals by The Art Students League of New York, The Chicago Academy of Fine Arts and the gold cup by Chouinard Art Institute of Los Angeles. These awards confirm the style and beauty

that is dependably yours in Dodge.

Dependable Safety—Safe-Guard hydraulic brakes have *dual* front brake cylinders to give safer stops. Oriflow ride control has been teamed with more compact rugged chassis to tame side-sway, body roll, and "wheel dance" for safer road handling. Even the low, rakish hood and "Pilot-View" curved windshield give better visibility for greater *safety*.

There's more, *much more*, but it adds up to this—*You've got to drive it to believe it!*



dependable

DODGE

V-Eight or Six

Specifications and equipment subject to change without notice

RITA, MARLENE AND THE FARMER'S DAUGHTER



NICOLE MAUREY GETS A ROYAL HAIRDO FOR HER PART AS A MISTRESS OF KING LOUIS XIV IN A NEW FRENCH MOVIE

Bing finds three noted charmers combined in Nicole Maurey, who came from Paris to play his wife

"This girl is a combination of Rita Hayworth, Marlene Dietrich and the farmer's daughter." These words were spoken by Bing Crosby of his 31st leading lady, Nicole Maurey from France, who acts opposite him in Paramount's *Little Boy Lost*. Playing Bing's wife, Nicole dies early in the film, but she exhibited enough charm to arouse Crosby's composite compliment.

A reasonably successful actress in French films, Nicole was hired in Paris for the Crosby movie after one audition. She became an ardent Crosby admirer and found working in the U.S. a pleasant relief from

French studios. "There was no screaming or shouting on the set," she explains. But after two months in California, she sanely went back to making French films, including *Public Enemy No. 1* with Fernandel, the famous comedian, and *If Versailles Could Speak to Me*, in which she is one of Louis XIV's mistresses. Nicole, who is 26, is married to Jacques Gallo, a movie bit-player and lives thrifty in a three-room Paris apartment. She is not worrying about her career or how she will look in 3-D. As well proportioned as she is well balanced, Nicole ought to look just fine.

25 CARS AVERAGED 22.3 MILES

**Per Gallon in the 1953
Mobilgas Economy Run!**



Again, this year, latest model stock cars—under AAA supervision—traveled a rugged 1206-mile route, all the way from Los Angeles to Sun Valley, to demonstrate the great performance and economy built into modern cars and modern Mobilgas. The results speak for themselves! Fill up for all the gas mileage *your* car can deliver!

4th Straight Year of Proof Mobilgas is

HIGH QUALITY ECONOMY GASOLINE

**AT LOW
REGULAR PRICE!**

Get All the
Gas Mileage
Your Car
Can Deliver



See Your Mobilgas Dealer

SOCONY-VACUUM OIL CO., INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

Nicole Maurey CONTINUED

A BILINGUAL SING WITH BING



AT A PARTY in his new film, *Little Boy Lost*, Bing as U.S. newspaperman and Nicole as his French girl friend rip into *Dark Town Strutters' Ball*.



BING SINGS French parody of jazz classic, "I'll chercher pour vous dans un taxi, chérie, en garde, huit heures et demie,—now, chérie, wait for me."



NICOLE NUZZLES Bing and giggles as he ends, "Je danserai mon shoes, quand joue le Jelly Roll Blues, demain soir au le Darktown Strutters' Ball."



While I was in the hospital . . .



I sure missed telling you about



Pepsodent! That wonderful tooth paste that . . .



brings you Clean Mouth Taste for hours!



Thanks to exclusive **ORAL DETERGENT**



it cleans where brush can't reach, so . . .



your mouth stays coolest . . .



breath freshest . . .



teeth cleanest of any leading tooth paste.



You don't believe me?



Prove it . . .



to yourself!



TOMORROW try Pepsodent—note how clean your mouth tastes instantly!



THEN, hours later note the lasting clean taste.



IT'S YOUR OWN proof that Pepsodent is the tooth paste for you.



SO . . . Get Pepsodent for that Clean Mouth Taste . . . for hours!

Make *YOUR OWN* test of Pepsodent . . . Get a

CLEAN MOUTH TASTE FOR HOURS

See and hear Arthur Godfrey • CBS Radio & TV Networks



BETTER FOR UPSET STOMACH, TOO!

Bromo-Seltzer contains sodium citrate—one of the most dependable ingredients known to doctors for the relief of stomach acidity, plus another ingredient to relieve nervous tension so often associated with upset stomach. For best results, use cool water. Follow the label; avoid excessive use.

Money-Back Guarantee!

If you are not fully satisfied with results, return the unused portion to Emerson Drug Co., Baltimore 1, Maryland, and your full purchase price will be gladly refunded.

Nicole Maurey CONTINUED



EXTRAVAGANTLY she and husband Jacques whizz around Paris in a \$3,700 Simca sport coupe, which is only real luxury they allow themselves.

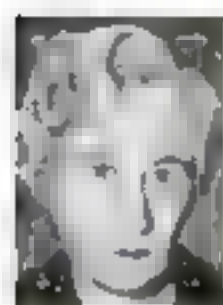


INDUSTRIOUSLY Nicole studies movie scripts in bed, listening to records as she reads, and cooing "Bang" whenever the crooner's voice comes on.

Full of fun...till day is done!

No Summer Let Down in the Pleasure of Owning a Cat

A famous authority gives
some tips on
hot weather life with your pet



Mrs. Silas Andrews

President, Cat Fanciers' Federation; First Vice-Pres., Atlantic Cat Club of New York; Qualified Judge of the Cat Fanciers' Federation and the American Cat Association

REMEMBER IT'S SUMMER for Kitty, too. You feel the need for change in your living habits—and so do your cat and kittens.

SUMMER means "outdoors." And fresh air won't do Kitty a bit of harm. But remember the song about going out in the midday sun! If possible, see to it that there is an outdoor oasis—a bit of shade for your cat to relax in.

SUMMER means "green grass." And some cats love to nibble on it, especially in the morning when it's fresh and dewy. It's really good for them, too.



SUMMER means "lazy days." And your cat enjoys a nap as well as you. Just as you wouldn't get Dad from his hammock, leave Kitty alone and she'll be full of pep and fun when the sun goes down.

SUMMER means "vacation trips." Take your cat along. A carrying case costs little or you can make one out of a cardboard box with small holes for air.

SUMMER means "thirsty days"...for your cat as well as yourself. So be doubly certain the bowl is always filled with fresh, clear water. Cats like water from home best. So take a bottle when you go away. That, with easy-to-feed Puss 'n Boots is about all you need in the food and drink department.



SUMMER means "neighborly care." If Kitty can't go with you—put her in the care of a kindly neighbor. If possible let your cat stay in your own home and have its Kitty-sitter feed it there.

SUMMER means "lighter clothes." And the sensible, well-dressed cat will wear a lighter coat, too. Regular brushing helps make him healthier, prettier.

SUMMER means "lighter diets"...for our cats as well as for ourselves. For most grown cats, a single feeding of Puss 'n Boots at night is enough.

If you have any questions about cats, Coast Fisheries will be glad to have Mrs. Andrews answer them. Address her in our care, Wilmington, Calif.



MANX CATS ARE TAILLESS WONDERS
From the isle of Man in the Irish Sea came the unique breed of Manx. A perfect specimen is born and lives with never a hint of a tail. Yet no pet is more highly prized or lovable.

What makes Puss 'n Boots so good for your Cat?

Not one, but many things. For cats need a balanced diet, just as humans do, if they are to look and feel their best. First, Puss 'n Boots is made of fresh whole fish...all the protein rich flesh...all the vitamin laden liver and other valuable elements. For greens, roughage and other nutrients, seven selected cereals are added. Try as you will, you simply can't improvise so fine a diet.

SOON YOU'LL SEE THE DIFFERENCE

In just a few weeks you'll see your pet's fur gleaming as it never did before...its eyes sparkling...its bearing more alert. But be sure you feed Puss 'n Boots regularly. That's when it really works wonders for your cat! Convenient 8 oz. or large economy 15 oz. size.



Coast Fisheries, Division of
The Quaker Oats Co.,
Wilmington, California

PUSS 'n BOOTS

AMERICA'S LARGEST SELLING CAT FOOD . . . ADDS THE PLUS IN HEALTH AND BEAUTY



NEW WAYS TO GO UNDER

Divers use subsurface unicycle and a man-propelled submarine

Four years ago the Navy asked the Aerojet-General Corp. of Azusa, Calif. to make a report on more efficient ways of getting their demolition teams to move about under water. Two Aerojet engineers, Calvin Gongwer and George McRoberts, made the report but, instead of stopping here, went on to work out their ideas in Gongwer's basement shop. They turned out the craft shown on these pages.

One of them, called the AquaPed, is the nautical version of a unicycle. It has pedals which instead of driving the wheel drive two counterrotating propellers. Wearing an Aqua-Lung rig which consists of a watertight mask and tanks of compressed air, a man on an Aqua-Ped can go four times as fast under water as one equipped with swim fins.

The Fiberglas sub is an enclosed AquaPed. By maneuvering an airplane-type joy stick, the pilot moves the outside fins, controls the sub's course. The inventors are certain it can have great utility as a craft for the Navy's frogmen. Meanwhile Aerojet, a subsidiary of the General Fire and Rubber Co., is putting both inventions into commercial production, the Aqua-Ped to sell for \$160 and the sub for \$1,500. After listing the AquaPed in its catalog, *U.S. Divers*, a West Los Angeles store has already received a dozen mail orders, sight unseen.



SUBMERGING, THE TINY SUB DIVES AT STEEP ANGLE, CAN STAY BELOW THE SURFACE FOR TWO HOURS



← **PEDALING AN AQUAPED** a diver explores the Pacific Ocean bottom just off Catalina Island. The underwater unicycle fits between his thighs, is held firmly in place by two suspenderlike straps looped over the shoulders. The diver carries an aluminum spear gun and wears an Aqua-Lung with air cylinders on his back.

CRUISING IN SUBMARINE, the pilot sits with his head in Plexiglas canopy and pumps the pedals inside the Fiberglas hull. He can attain a top speed of five knots. The bubbles are caused by air escaping from his Aqua-Lung. When he reaches his destination the pilot can tie his submarine to a rock and crawl out.



If you want your family to be "Grade A"—happy and healthy and strong—remember what your doctor says. *Young or old, you never outgrow your need for milk!*

We'd like to add that you'll never outgrow your love for Meadow Gold Milk, once you've tasted how fresh and good and rich-in-cream it is.

We believe, too, that you'll like the extra care with which your Meadow Gold Milk is pasteurized, homogenized and bottled. Did you know that in our dairies, every bit of the sparkling stainless steel equipment is cleaned and *sterilized* every single night?

No wonder, is it, that careful homes and schools choose Meadow Gold Homogenized Milk for *purity*, as well as for its creamy-rich flavor.

Meadow Gold is mighty good!

The YEAR of the SNAKE



THE SYMBOLIC SNAKE COILS INTO THE AIR FROM ROOF OF THE ROYAL PAGODA IN LUANG PRABANG

A time of fear and worry comes over warring Indochina

photographs and text by **DAVID DOUGLAS DUNCAN**

David Douglas Duncan, veteran of many battle fronts, spent eight weeks in Indochina, taking pictures and making notes on the war there. Here, in his photographs and words, is the story he brought out.

From the highest temple on the highest hill in cloud-shrouded Luang Prabang, royal capital of Laos in Indochina, writhes the head of a striking snake—spiny-backed, long-tongued and sinister. As I looked up at it, I found it a threatening reminder of the times. To the north, in Communist China, this is the Year of the Snake, and for the people of Indochina it is a time of fear and danger coming from China. It is a year when ineffective French tactics, and the ebbing French will, make it seem that Indochina is all but lost to the non-Communist world.

During the past six and a half years the French army has, bit by bit, lost large areas to the Communist-led nationalists of the Vietminh.

Now it is locked up in blockhouses and mountain posts, almost immobile. By day it tenuously controls some of the roads linking one blockhouse to another. By night enemy patrols take over, even collect taxes and conduct recruiting drives in the French-held towns.

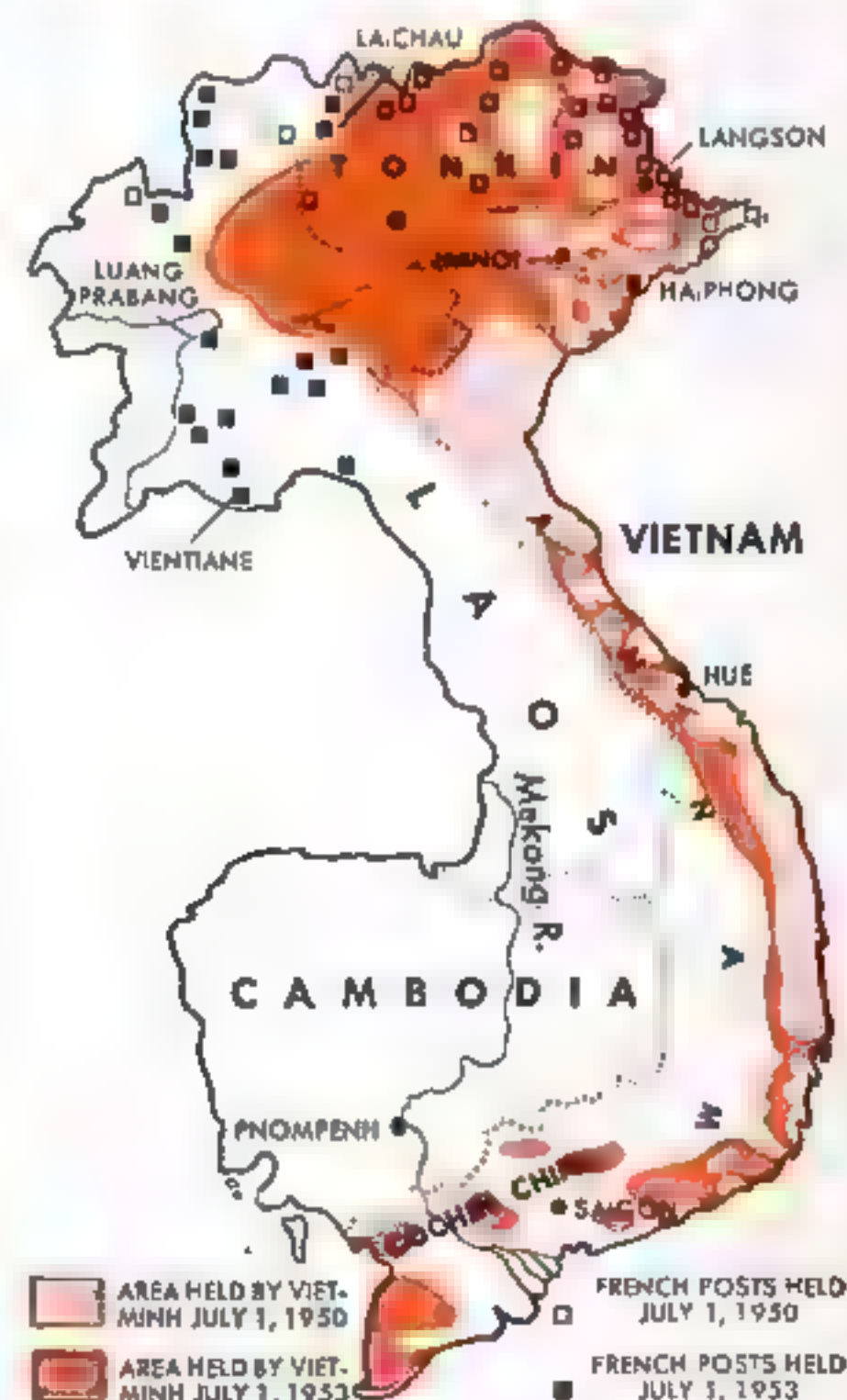
During these six and a half years the French nation has poured billions of dollars and the blood of its finest young officers into this war. But it failed to fight ruthlessly when this might have won the war and lacked the political wisdom to offer Indochina independence when this might have won a peace. Independence for Indochina might mean the beginning of the crack-up of the French empire. But the military loss of Indochina could mean something far worse even to France, the opening of all rice-rich southeast Asia to exploitation by the Chinese Communists. The leaders of France, exhausted by the endless struggle, seem to be looking for a way to ease the burden.



AT SIESTA TIME IN GHQ in Hanoi I found this nerve center of war deserted—as it is every weekday from 12:30 to 4:30. The office of the commanding general is located behind shutters at the upper left.



ARCHAIC FORT, ringed by water and barbed wire, is one of a network covering the Red River delta. It represents the spirit of the French army in Indochina, as Maginot Line once represented it in Europe.



TIDES OF WAR have given Red Vietminh effective control of most of Vietnam, key to all Indochina.



IT IS A LANGUID WAR AT HEADQUARTERS

The land the French have been trying to hold consists of three kingdoms—Vietnam, Laos and Cambodia—which together form Indochina, part of the French Union. A thousand miles from north to south, Indochina has a total population of 28 millions. The Vietminh (League for the Independence of Vietnam), which is trying to take this prize from the French, is led by Communists and supplied from Red China but inspired by deep nationalist feelings of the Indochinese.

For any observer, such as I, coming from Korea and remembering the campaigns of World War II, the war here is an amazing affair.

More than 500,000 soldiers are tied up in it. Staff officers keep hours that would delight a banker. Many rear-area officers have been joined by their wives and families. Weekends are leisurely affairs with a few hours in the office on Saturdays, none on Sundays. From dusk until dawn most of the country's roads are closed to traffic because of the danger of enemy attack. They are reopened at daylight, but in the afternoons much of the traffic stops and the troops, following the example of their commanders, take long siestas. This rear-area inertia has long since reached the fronts and affected the fighting there.



ABSENT COMMANDER, the colonel at a post near China border, had not yet returned to his office by 4:15 p.m. I walked in and photographed his desk.



PROMINENT SENTRY, a Moroccan, sits on a slope under a shelter which reveals his position. This is near Lachau, where guerrillas roam the hills.

INDOCHINA CONTINUED

LOCAL TROOPS SUFFER AND DIE

Strange words and bitter lament blended in the Hanoi military cemetery below. From a heart-broken widow I heard cries come in the high-pitched accents of the East. On the nearest tombstone the inscription read in arrogant French, "Here lies Pham-Ngoc-Linh . . . died for France." The sad fact is that twice as many Indochinese have died in France's war as Frenchmen. And a quarter of the 60,000 dead have been foreigners with no particular interest in the outcome. The French failure to support fully their own war is one reason that victory eludes them. Another is that if Indochinese must fight—and die—they prefer to fight and die for Indochina, not for France.



WOUNDED VIETNAMESE are treated in this set of mud-encircled Quonset huts provided Vietnam army by U.S. A goose enjoys the puddle.



DEAD VIETNAMESE is laid to rest by prisoners of war in non-French military cemetery. In picture at right his widow crouches to mourn him.





UNBLINKING EYES watched me from hospital bed, the gaze reminding me of a stricken gazelle's.



SMOLDERING RESENTMENT seemed to flow out of another man whose shoulder was shattered.



HOPELESSNESS showed in each sagging line of yet a third. His legs were wasting with gangrene.





AN OPIUM ADDICT in a Saigon den lies with closed eyes as an attendant (left) prepares his pipe. Sticky opium in little metal cups is on the smoking

platform. The loaded pipe is carefully heated over the lamp. When it is ready the customer will smoke it in one or two great drags. Then, like the



man in the foreground, he will lie back, smoke a cigaret, stare into the lamp and slowly drift off into dreams. The rest of these pleasures, etc.



BIGGEST GAMBLING CASINO in Indochina is Grand Monde, a block-sized structure in Chinese area of Saigon. Last year it paid \$9 million in taxes.

CORRUPTION AND VICE SAP NATION'S ENERGY

In the background of this war is a society that has become corrupt. As far as I could determine everything is for sale, from little favors in police courts to the highest offices. One tenth of the national budget comes from gambling concessions, most important of which is the Grand Monde casino in Saigon, which is reputedly owned by Mathieu Franquini, one of the most powerful men in the country. A million dollars a year reaches the government's till from a shocking source: the legalized traffic in opium, which at last is to be ended this year.

Until recently millions and millions of dollars were made in an amazing racket. An Indochinese piaster could be bought in Saigon for seven francs and sold in Paris for 17. Permits to move piasters from Indochina to France were given to soldiers, businessmen with influence and politicians. Some found it easier to forge these permits. Other just smuggled the money. Most people who knew their way around Saigon were involved, and, I was told, on the French Riviera more and more lush estates passed into the hands of rich Indochinese. In May the French suddenly devalued the piaster, ending the fun.

THE CORSICAN, reputed part owner of Saigon's "Big World" and prominent hotel owner, is Mathieu Franquini (right), one of richest men in country.





U.S. BOMBS for the Vietminh rest on bomb carriers at the Cat bi-airport near Haiphong while a French soldier bicycles by. In the background are two of the dozens of U.S. B-26s provided for the French air force by the U.S.



U.S. VEHICLES choke a transport depot just outside of Saigon where they await distribution to the various units spread throughout the country. Above are weapons carriers and trucks, while below are parked lines of ambulances.



INDOCHINA CONTINUED



ROAD REPAIR WORK, in which the U.S. is assisting, helps keep the supply routes serviceable. Most of the country's roads, like this one linking the

FRENCH DEPEND ON

The Indochinese war is costing \$1.2 billion a year of which the U.S. has been contributing an increasing amount now moving past 30%. Bulk of the American contribution has been in military aid, largely in the form of equipment. Some U.S. economic assistance, like the maintenance of roads, has also helped in the war. American observers, who have watched the way the U.S. material is being handled, told me that once the French get going they go very well but complain that they do not get going often enough. Trucks cannot run on closed-off roads and so motor transport lies idle much of the time. Tanks are of little use to troops who bury themselves away in blockhouses.



port of Haiphong with the headquarters city of Hanoi, were never designed for heavy military traffic and deteriorate quickly even under light traffic.

AMERICAN SUPPLIES

The French in Indochina keep a worried eye on Paris, for that is where the decisions on their future are made. Last June the French National Assembly came very close to seating as premier a man pledged to end the war's financial drain, in effect giving up the war. Now the cabinet is in deep discussion of a series of proposals by General Henri Eugène Navarre, commander in chief in Indochina, that the war be increasingly turned over to the Vietnamese themselves, permitting France to reduce the burden on its manpower and economy. Other nations will be asked to help support the new Vietnamese battalions. To me and many people in Indochina, "other nations" means the U.S.



U.S. FIGHTERS, Grumman Bearcats, stand along a taxiway, guarded by a North African sentry. They are loaded with napalm fire bombs and ready for use against the Vietminh hideouts in the Red River delta battle regions.



U.S. OFFICER joins French in inspecting newly arrived motor equipment (above). Below are armored cars destined for convoy duty on main supply lines linking Indochinese cities and for action against enemy's roadblocks.





BRAVE PIONEERS in Dong Quan are this nearly blind peasant and family, one of two to risk Vietminh wrath and move into the U.S.-sponsored project.

U.S. CIVILIAN AID IS ILL-FATED FAILURE

Besides increasing millions in military aid, the U.S. this year sent Indochina \$54.5 million in economic assistance. The results often are boondoggles flying the American flag. One example I found is the "model" village of Dong Quan which was to have furnished security and better life for peasants in a Communist-ridden area. It has failed to attract tenants because the homes were unsuited to local conditions and the village came under sporadic Communist attack. Another, a first-class structure suitable for a factory, is being used by local artisans whose crafts require a building of simpler construction.



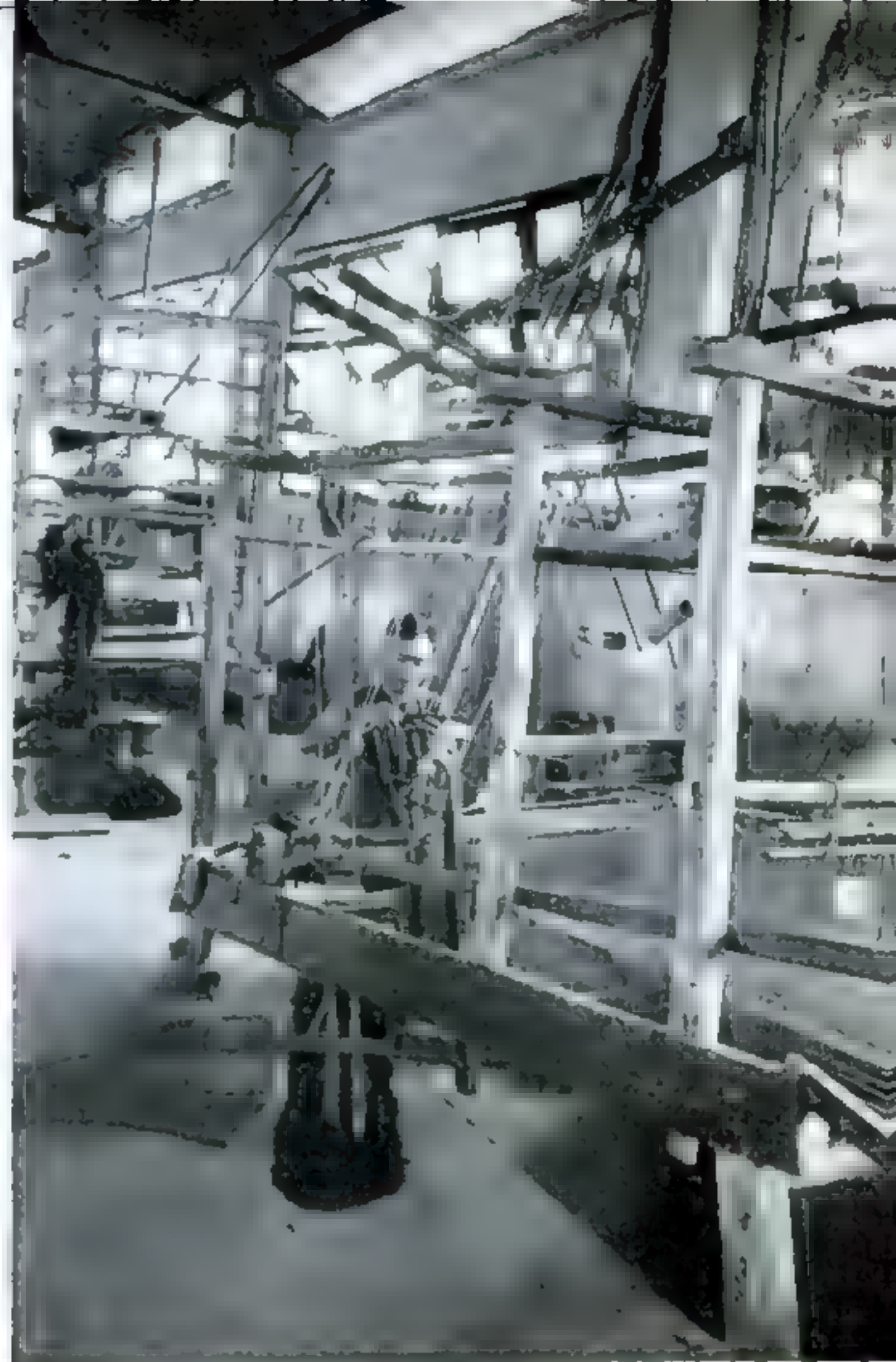
IN A MODERN FACTORY, built to house local artisans, a woman sits and spins on her antiquated wheels. The structure, 500 feet long



BOGGED IN MUD, the village of Dong Quan sits on a site selected in the hope that the surrounding waterways would protect it from the



by 65 feet wide and mostly unoccupied, is constructed in the style of a modern U.S. plant. But the weavers had to break through 4 inches



of concrete flooring, which might have been good support for heavy machinery, to gain clearance for the pedals on their traditional looms.



extortions of roving Communist patrols. But unpainted parts of the structures above are sections that have been rebuilt after attacks by



small units which slipped past the guards and over the waterlogged fields. The debris at right is the result of another Communist attack.

THE OLD DREAM IS BORN ANEW

Today in Indochina the voices I heard hammer more and more on an old theme. Even mild and well-tamed French puppets like Emperor Bao Dai stir uneasily in their palaces as the demands for independence grow more insistent. Impatient young King of Cambodia, Norodom Sihanouk, wants complete independence, not tomorrow but right now.

"In the French Union," cried Nguyen Van Tam, premier of Vietnam's national government, a short time ago, "we must no longer be tenants in a house built by others. We want to become associates in an enterprise that we will build and be responsible for. These are the ideas that must prevail in our conversations with the French Government."

"A country without a national army," the premier went on, "cannot be independent. . . . The greater part of the nation's resources are being devoted to the army. Our independence will come true the day when we are alone in defending our fatherland."

A Vietnamese journalist, who hates both the French colonialists and Communist-led Vietminh, set out this view: "Fifty percent of the people of Indochina are sympathetic to the Vietminh. But make it clear I speak of the Vietminh, not the Communists. Many of our people believe the Vietminh are true nationalists fighting for the independence of Indochina. They feel this is an internal, nationalist war. They are ignorant and naive—but that is what they believe."

A Vietnamese bookseller, who is an admirer of French culture, said, "When our people are aware that they are fighting for their own interests, they will be willing to make more of the sacrifices that seem to be necessary for freedom's birth. Then, little by little, the French must leave Indochina. We Indochinese wish that the United Nations forces would come here to help fight against the Communists and to maintain security and order until our national army can be adequately equipped and trained to take its place. Such an army is our only hope. Then, when we can protect ourselves, leaders will appear among us to solve our problems of self-government. Already there is a foundation of such men who are waiting."

Argued a Vietnamese city official, who risked a good deal in talking to me at all, "If every Indochinese feels that he is a free citizen, he will fight to win the war. Now no one feels he is a citizen of an independent country. We must have our own army, an army free of French domination. Agreement with France for such an army was reached in 1951, but only just now is something being done about it. Resistance has been great despite the agreement. The French know that once a fully trained national army exists their own ability to dominate Indochina will be finished."

Explained Cpl. Phan Quang Minh, who was on duty in the Red River delta, "I must fight Communism to live. The Communists confiscated my family's lands."

The corporal was sure he knew what would contribute most to victory over the Communist forces: "The French must leave. If the French troops stay, the Vietnamese people will know that there is no independence. The French must leave us to fight the war and win it."



STARING BYSTANDERS, most of them still unconvinced they have a share in the war, stand under recruiting poster watching Vietnamese parade.



BEGINNING OF A NATION strong enough to defend itself can be seen in these Vietnamese troops marching through streets of Hanoi, commemorating

the birth of Vietnam by the unification of Tonkin, Annam and Cochin China. Armed with U.S. rifles and Tommy guns, they are units of new national army.

Save on August Values...

REXALL Drug Stores Everywhere

25% Off
YALE TUFFY
WRIST
WATCH



The ideal watch for active men and boys. Imported Swiss, shock-resistant, jeweled movement. Anti-magnetic. Luminous dial and hands. Sweep second hand. Unbreakable crystal. Removable strap lugs. Comes in choice of gold finish case with leather strap, or chrome case with stainless metal expansion band.

Regular \$7.95
NOW \$5.95

CARA NOME
NATURAL CURL PERMANENT

Neutrolux Neutralizer assures soft, natural-looking waves from the very first day. Available in two kits—for normal, for dyed or bleached hair.



\$1.50

REXALL COTTON 'N' SWABS

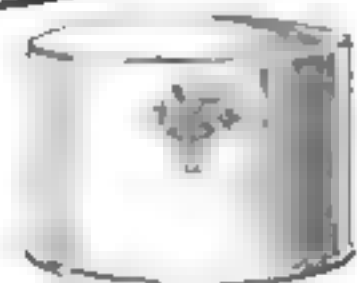


89¢ Revolving cover selects cotton tipped applicators, one at a time. Contains 54 individually sealed swabs, plus self-feeding, pull-out center section for bulk cotton. Compact, sanitary, ready to use.

After Bath Bargain

CARA NOME
DUSTING POWDER

Pure, mild, hypo-allergenic... exceptionally fine-textured... absorbs perspiration, refreshes. Box contains huge velour puff.



5 1/2-oz. box
Reg. \$1.50
NOW \$1.00

CARA NOME COLOGNE

The world-famous floral fragrance, elusive but lingering. Subtly refreshing when applied after the bath... a delightful day-time pick-up... a warm weather friend. Use generously for day-long daintiness.



4 oz.
Reg. \$1.50
NOW \$1.00

MONTH-LONG BARGAINS

Rexall Hydrogen Peroxide, cleans cuts, abrasions, LSP 3%, 10 Vol., pint, 30¢
Rexall Epsom Salt, medicinally pure, pound, regular 41¢, 27¢
Rexall Mineral Oil, extra-heavy, non-habit-forming, non-fattening, pint, regular 69¢, 46¢
Rubbing Alcohol Compound, Alco-Rex, soothing, invigorating, pt., reg. 49¢, 32¢

Rexall Drug Products Are Guaranteed to Give Satisfaction or Your Money Back

First Aid Special
REXALL
QUIK-BANDS

36's, Reg. 33¢

Only 22¢

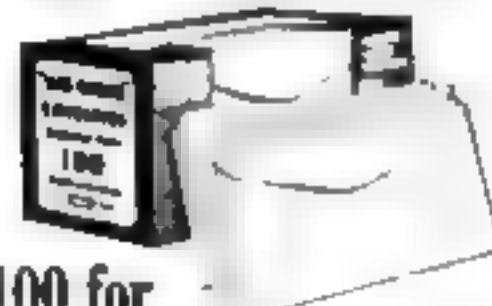
Elastic, adhesive bandages; easy to open, ready to use. Waterproof... stay put. Plain or Mercurochrome.



Belmont
BIG VALUE
ENVELOPES

100 for only 27¢

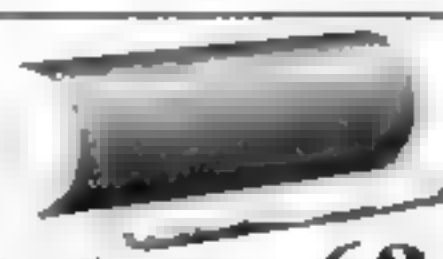
Commercial 6 1/2 size, white wove quality, in handy cardboard carton.



Save 37c **ELI**
HOSPITAL COTTON

Now... the tops in utility cotton at this low, low price. Stock up.

1-lb. roll
Reg. \$1.00
Only 63¢



LOSE UP TO 5 LBS. A WEEK
with *Ann Delafield's*
NEW REDUCING PLAN

Lose the safe, sure, scientific way. Lose without starving... without calorie counting... without drugs... without back-breaking exercise. Learn vital health and beauty tips that give you new pep and energy. Start today—like yourself better tomorrow!

YOU GET...

1. Big beauty book
2. 30-day supply of Appetite Reducing Wafers
3. 30-day supply of Vitamins

\$6.95

(Repeat packages \$1.00 less)



Men! Ask about the complete Delafield Reducing Plan for Men. It's easy—it's fun—it works!

Right reserved to limit quantities. Prices subject to Federal Excise Tax where applicable. Items and prices may vary slightly in Canada. Rexall Drug Company, Los Angeles 48, California

TOILETRIES

Cara Nome Deodorant Cream, stainless, quick-vanishing... 55¢
Cara Nome Powdered Perfume, \$1.50
Rexall Nursery Castile Soap, 3 oz., 19¢
Rexall Baby Oil, antiseptic, 6 oz., 47¢
Stag Brushless Shave Cream, stays moist longer, jumbo tube... 50¢
Stag After-Shave Lotion, 3 oz., 40¢
Stag Hair Oil, non-sticky, scented... 40¢

EVERYDAY NEEDS

Klenzo Deluxe Toothbrush, nylon. Choose straight-trim, tufted, convex or large oval styles—all in medium or hard bristles... 59¢
Rex-Way Bathroom Scale, accurate, durable; flat magnifying dial, adjustment knob; white enamel with black rubber foot mat... \$6.95
Rexall Deluxe Hy-Da-Way Folding Fountain Syringe, packed in jewel like metal case... \$5.95
Rexall Stork Nurser, 8 oz. bottle, nipple and protecting cap, complete... 35¢ or 3 for \$1.00
Symphony Bond Airmail Portfolio, 40 flat sheets, 20 envelopes... 69¢
Filler Paper, 2-hole punch... 10¢
Symbol Ice Cap, 9-inch size... \$1.57

MEDICINE CHEST NEEDS

Rexall Aspirin, no finer, faster-acting aspirin made—100 5-gr. tablets... 54¢
Rexall Eyelo, soothing, cleansing eyewash, half-pint with eye-cup... 69¢
Rexall Boric Acid, powder or crystals, 4 oz. ... 37¢
Rexall Aspirin for Children, 1-gr. orange-flavored tablets, 50's... 35¢
Rexall Zinc Oxide Ointment, 2 oz., 39¢
Rexall Soda Mints, antacid, 140's... 35¢
Rexall Yeast & Iron Tablets, supply Vitamins B₁, B₂ and Iron, 100's... 75¢
Rexall Milk of Magnesia, full pint, 43¢
Rexall Milk of Magnesia Tabs, 36's 23¢
Rexall Surgical Gauze, 5 yd. ... \$1.23
Rexall Pro-Cap Adhesive Tape, positively less irritating, waterproof, sticks better, 1/2" x 5 yd. ... 39¢
Rexall Quik-Pads, gauze squares... 43¢

REXALL REMEDIES

Bisma-Rex Mint-Flavored Tablets, quick, 4-way antacid in easy-to-take form, no unpleasant after-taste; 12-tablet roll, 10¢ each... 3 for 25¢
Bisma-Rex Chlorophyll Tablets, roll of 12... 25¢
Rexall Antihistamine, quick relief from symptoms and misery of hay fever and colds, 15 tablets... 49¢
Rex-Seltzer, effervescent alkalizer and pain-reliever, 25-tablet bottle... 54¢
Glycerine Suppositories, adult or infant, 12's... 43¢
Monacet APC Compound, 100's... 79¢

FOR QUICK, ECONOMICAL AND ACCURATE PRESCRIPTION-FILLING, trust your Rexall Family Druggist. He's a registered pharmacist; he uses fresh, pure, correctly potent drugs. Take your prescription to him with confidence.

Trust our half-century of experience as prescription specialists

Try these New Health Aids

developed and perfected by REXALL

REXALL 5X MULTI-VITAMINS

5 TIMES STRONGER
than established daily requirement of all
Vitamins with known minimums



Introductory Offer
10-Day Trial Size
\$1.79 Value
Free of Extra Cost
with purchase of
regular bottle of 50
BOTH FOR ONLY
\$6.95

Rexall 5X Multi-Vitamins give you 20,000 Units of Vitamin A; 2,000 Units of Vitamin D; 5 Mg. of Vitamin B₁; 10 Mg. of Vitamin B₂; 150 Mg. of Vitamin C...plus Niacinamide and Red Crystalline Vitamin B₁₂. Your health, your good looks, your ability to earn a living—all may be affected by failure to supplement your diet with a sufficiently protective multi-vitamin product. Try Rexall 5X Multi-Vitamins for 10 days. If not completely satisfied, return the unopened bottle of 50 tablets and your full purchase price will be refunded. This offer is for a limited time only!



Rexall Multi-Vitamin Formula V-10

A new, really pleasant-tasting, really easy-to-take formula carefully balanced with Iron and Vitamins to aid significantly in the formation of hemoglobin...and in stimulating the appetite. Taken as directed, it supplies *twice* the minimum daily requirement of Vitamin B₁; *five* times the requirement for Iron; *plus* the minimum daily requirement of Vitamins A, D, and B₂; *plus* Crystalline B₁₂. Particularly recommended as a dietary supplement for convalescents.....Full Pint, **\$1.98**



Rexall Mouthwash with Chlorophyll...a mint-flavored, refreshing breath-sweetener. Its foaming action cleans, deodorizes and sweetens mouth and breath. Also a refreshing gargle. Surface-active ingredient gives it better coverage, deeper penetration.....Pint, **79¢**



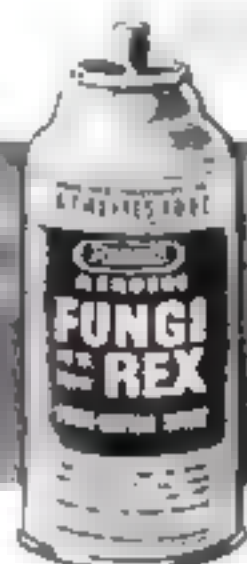
Rexall Mineralized B-Complex...one formula giving you balanced and significant B-Complex protection—combines 11 mineral trace elements and 9 important B Vitamins, including Red Crystalline Vitamin B₁₂, plus Liver, Iron and Vitamin C.....100's, **\$5.95**



Rexall Sweet'n-Ets Sprinkle...now, a non-fattening sweetener in granulated form! The new convenient way to add sweetening without calories and get *all* the taste on sugar-restricted diet menus. Just sprinkle on fruits, cereals, etc. No bitter after-taste! 2 1/4 oz., **98¢**



Rexall Celurex Laxative...a safe, modern therapy for constipation that gives 2-way relief...encourages normal bowel habits and supplies natural lubricating bulk with gentle but positive laxative stimulation for relief of temporary constipation. 130's, **\$1.69**.....65's, **89¢**



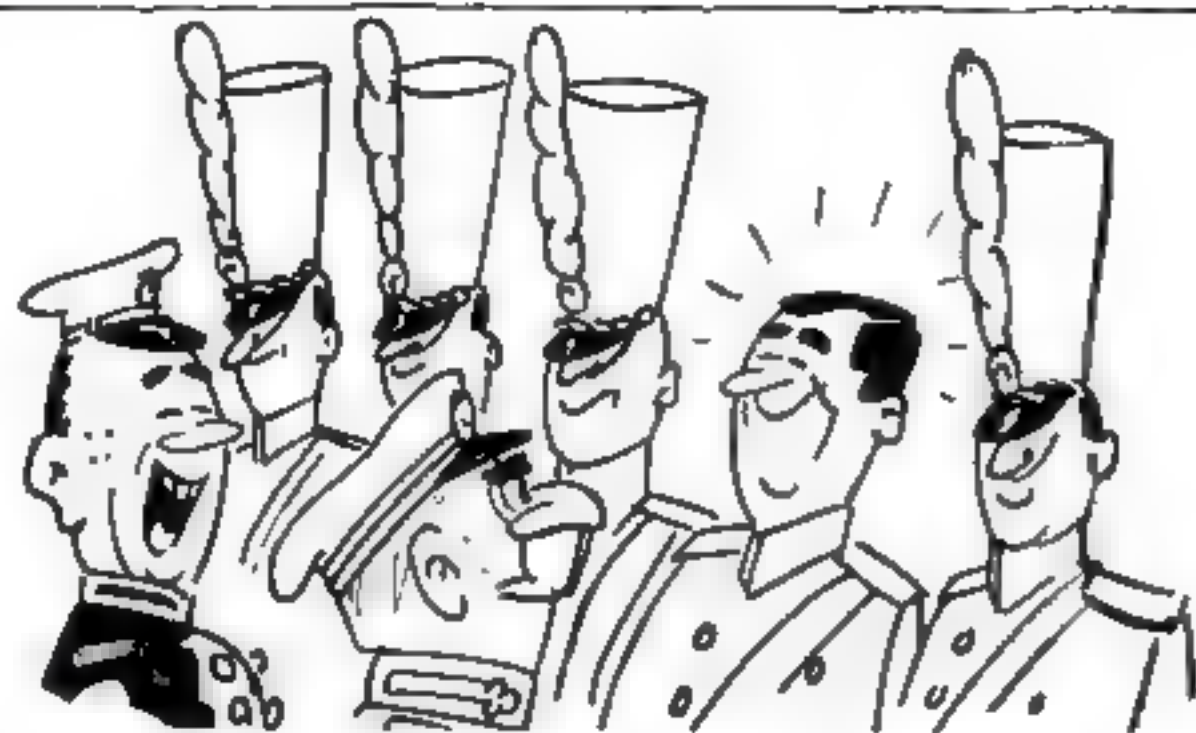
Aerosol Fungi-Rex...easy, quick, clean spray-on relief for Athlete's Foot. Finger-tip controlled spray gives positive coverage. Greaseless, stainless...no messy applications! Effective for Athlete's Foot infection of feet or hands....4 oz., **\$1.59**

Bisma-Rex Gel...the new liquid antacid for swift and prolonged relief from hyperacidity and gastric distress. Aluminum Hydroxide gives the *plus* advantages of adsorbing and neutralizing excess stomach acid, leaves protective coating. 8 oz., **\$1.19**

Rexall Sunburn Cream...film-forming compound giving more uniform coverage, better adherence than ordinary sunburn remedies. Gives quick relief; eases irritation, itching, burning; helps you sleep easier after exposure.....3 oz., **69¢**

Aerosol Rex-Salvane for Burns. Easy-to-use, greaseless, stainless spray forms protective film to prevent infection, promote healing of burns, scratches, cuts, chapped skin, minor skin irritations. Antiseptic action gives quick relief.....5 oz., **\$1.39**

You can depend on any drug product that bears the name Rexall



"I can't get him to wear his hat since he discovered Wildroot Cream-Oil!"



Get that successful look with America's largest selling Hair Tonic!



CAN YOUR SCALP PASS THE FINGERNAIL TEST?
Don't give dandruff and dryness a chance to ruin the looks of your hair. Keep it neat and natural all day with Wildroot Cream-Oil. Made with the heart of Lanolin, so much like the natural oil of your skin!

29¢ 60¢ 41



MALCOLM GAAR IS A FARM TRAINING OFFICER

AMERICANS SPEAK FROM INDOCHINA

In Indochina I spent many hours talking with two Americans who have spent two years working with U.S. funds to help the Vietnamese and visiting hundreds of villages far from the capitals and big cities. One of them is Dr. Malcolm Gaar, vocational agricultural training officer of the Mutual Security Administration, a scholarly man who is on leave from his post as professor of agricultural education at Louisiana State University. The other is Herman Holiday, a star tackle when he played at Tuskegee, who worked with UNRRA in China and is now in charge of the relief and rehabilitation program for MSA. Here, put together from my notes, is what these devoted, capable Americans told me.

"Let there be no misunderstanding," said Dr. Gaar, "about how I feel regarding our American economic aid program here. I am distressed—I am embarrassed—I am often ashamed—I feel that our effort has not reached the level of the Indochinese peoples for whom it was intended. Our budget last year was \$24.5 million. I happen to think that sum is a great deal of money, money which, if well spent, could bring many lasting benefits. But I can remember a meeting about what to do with \$2 million remaining unspent. When no one could think of a way to spend it, the decision was made. 'Well, we may as well order more road asphalt. No one can question that.'"

"The problem is not only one of inefficient spending on the part of us Americans—spending done with the undoubtedly sincere aim of preventing Indochina from going Communist and disappearing behind the Iron Curtain. It is also a problem of finding qualified Indochinese administrators. In my own field of agriculture only our scheme for distributing plain old fertilizer has met with much success. A rice farmer put his finger on the reason. He told me, 'No one fights over fertilizer. To exploit its distributions or use is difficult. It is not the sort of thing most people would like to hoard and it leaves little room for graft.'"

"This is a country in which the vast majority of the people are farmers. There has been no government agricultural training program of any sort. Indochinese officials are appointed because of political affiliations instead of qualifications. As far as I can determine, there have never been established any standards of civil service. It is obvious that until basic standards and a technical training program have been established little progress can be expected. This is the kind of a situation in which Americans could exert a real leadership, the kind of leadership which should be the key to our overseas aid program everywhere. Instead our official attitude seems to be: never be forceful, don't hurt feelings, remember we are guests."

Herman Holiday put it this way: "We are supporting a government here which does not represent the majority of the people. It is difficult to be on a losing team. It is worse to be on a losing team



"Hey, Sarge, why don't you wear shoes with Foamex comfort cushioning!"

In shoes... in slippers... ask for the pillow-soft comfort of Firestone Foamex cushioning.

Firestone
FOAMEX

70 MILES PER GAL GAS CHILD'S AUTO WITH MOTOR

Sturdy Safe for Kids 5 to 15 Years Also pulls Mowers, Carts and Power Take-off drives Pumps, Saws, etc. Write for literature. Eshelman, Dept. CM-18 119 Light St., Suite 2, Md. 7070 Hollywood Bl. Los Angeles 28, Cal.



INSECTS GO! When You Use Insect Foe

A powerful repellent against mosquitoes, chiggers, gnats, flies and other insects. Rated most effective by an independent research organization. ONLY 59¢.

Safe for Skin... Lasts 4 Hours S. MEYER INC. CO. • ST. LOUIS, MO.



Niro says—Send Your RUGS to a Professional RUG CLEANER

NATIONAL INSTITUTE OF RUG CLEANING, INC. SILVER SPRING, MARYLAND



New Awning Beauty that beats the heat!

Get 10 times more beauty—
more life...more value...
with
C-THRU ALUMINUM AWNINGS



CHARLES LUCKMAN, Chairman, Wartime Citizens Food Committee, former President of Lever Bros. Company and now partner of the famed architectural firm of Pereira & Luckman, chooses C-THRU Aluminum Awnings for his own beautiful home. He joins with other prominent architects in favoring the C-THRU horizontal principle. Horizontal awnings harmonize with all styles of architecture to make your home look lovelier, look lower, look larger!

ADD COMFORT...BEAUTY...VALUE...TO YOUR HOME C-THRU Aluminum Awnings lower summer room temperatures as much as 17°—yet admit C-O-O-L glareless light and straight-through fresh breezes the full height of your windows. No blocked circulation—no hot air pockets as with old-fashioned outmoded awnings. No sun-faded house furnishings. No vertical stripes to clash with the natural, horizontal lines of your building. The smooth, smart, horizontal louvers of C-THRU Aluminum Awnings make your house look larger! Look into C-THRU Awnings now... they'll add new beauty to your home... new comfort to your living! Do it today!

SAVES YOU LABOR SPRING AND FALL—No need to fuss with taking down and re-hanging awnings each fall and spring. C-THRU Aluminum Awnings serve you the year 'round. They don't interfere with changing or use of screens or storm windows. They shield you from the summer sun... protect against winter snow. C-THRU Awnings are practically everlasting and maintain their original beauty throughout their entire lifetime.

5040 POSSIBLE COLOR COMBINATIONS. Using the 7 beautiful deep-tone, C-THRU colors, you have 5040 possible color combinations—to give your home the personality and character of your own good taste. Riotous color variety picks up subdued surroundings—restrained tones contrast with bright exterior colors... any combination... any expression can be yours in smart C-THRU Aluminum Awnings.

NOTHING DOWN... Just \$5.00 PER MONTH! You can have C-THRU Aluminum Awnings NOW... as many as you need. Because of their permanence, C-THRU Aluminum Awnings are fully eligible for easy payment plans—with nothing down and as little as \$5.00 per month.

11 REASONS why you should own C-THRU ALUMINUM AWNINGS

1. C-THRU Aluminum Awnings reduce summer room heat as much as 17° and have the cooling capacity of 1 ton of mechanical refrigeration for each 100 sq. ft. of window glass.
2. Protect your costly rugs, draperies and furniture from sun-fade.
3. Make your home look larger, lower, lovelier because of the exclusive C-THRU horizontal construction.
4. Admit cool light the full height of the window.
5. You can see through the C-THRU awning.
6. Provide full height ventilation. Breeze comes right through into your room. No hot-air trap underneath as with solid awnings.
7. No more costly putting up in spring and taking down each fall. And they do not interfere with storm windows or screens... help keep window sills and porches free of winter snow.
8. Resist winds that tear off ordinary awnings. Do not slap or rattle.
9. Customized installations to your taste make your C-THRU awnings different... individual.
10. Last indefinitely. Made of anodized aluminum with infra-red baked plastic enamel finish guaranteed not to crack, chip or peel.
11. Terms as low as nothing down and \$5.00 per month.

FREE booklet tells you how to add comfort, beauty and value to your home with C-THRU Aluminum Awnings. Send today for your free copy.



FOR COMMERCIAL AND INDUSTRIAL BUILDINGS—Many of the nation's foremost stores and factories have switched to C-THRU, because businessmen have recognized the many dollars-and-cents advantages of C-THRU... sun protection... year 'round comfort... better identification... improved personnel efficiency

DEALERS DISTRIBUTORS: Here is your opportunity to tie in with one of the fastest selling awning lines in America. Rapidly expanding sales have made additional franchises necessary. To those who can qualify, only a small investment is involved. Write or wire us today for complete details.

C-THRU ALUMINUM AWNING CO.

(See-Through)

424 West 11th Street, Los Angeles 15, California

C-THRU Aluminum Awning Company
424 W. 11th St., Los Angeles 15, California

Without cost or obligation send me at once your free booklet

Name _____

Address _____

City _____ Zone _____ State _____

SALE! Cannon Percale Sheets

Now during August sales—save on the sheets more women want than any other brand! At stores everywhere! Flat! Fitted! White! Colors!



White Sheets!

Cannon's lovely white percale sheets and pillow cases are Cannon *Combspun* for extra wear. The cotton is combed till only longest, strongest fibers remain... you'll have and enjoy these sheets for years. Stock up during August and save. (If scalloped, slightly higher.)

NOW SALE PRICED!



Colored Sheets!

Choose your sleepy-time percale sheets from seven dreamy Cannon colors. All color-fast, as approved by the American Institute of Laundering. Shell Pink, Aquamarine, Sunset Rose, Lagoon Green, Moonlight Yellow, Pink Lilac (on the bed above), True Blue.

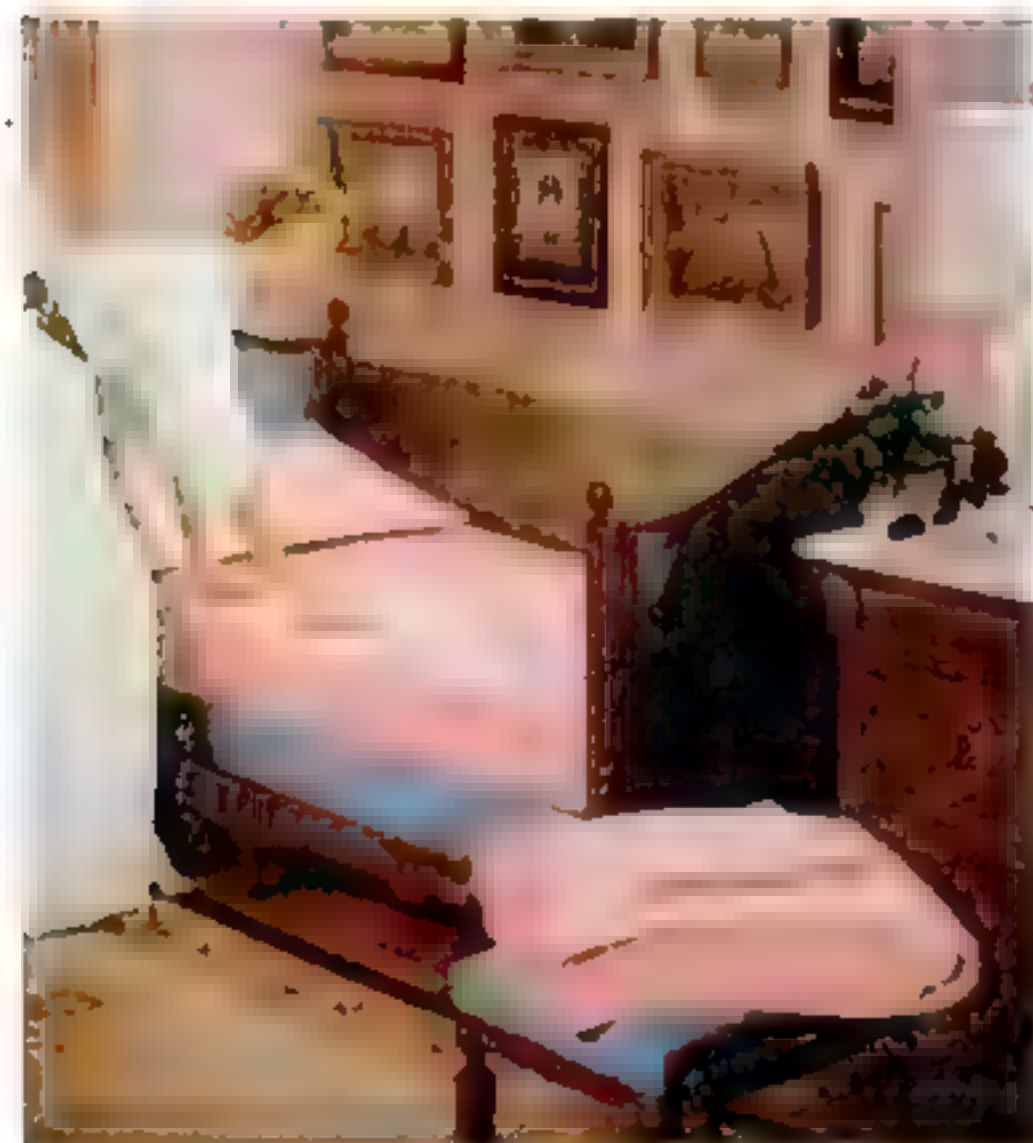
NOW SALE PRICED!



Fitted Bottom Sheets—White!

This time-saving wonder sheet with *four* fitted corners, slips easily over your mattress, doesn't pull out, stays *wrinkle-free*. Now's the time to buy these fitted Cannon Sheets, while you can get them at August Sale prices. Twin-bed and double-bed sizes.

NOW SALE PRICED!



Fitted Bottom Sheets—Colored!

These wonderful save-you-time Cannon Fitted Bottom Sheets come in the same glorious colors as Cannon's regular flat percale sheets. And yet they don't cost you a penny more. Buy now for August sale prices. Twin-bed and double-bed sizes.

NOW SALE PRICED!



Fitted Top Sheets—White!

Cannon's top sheet, with *two* fitted corners, slips over the foot of your mattress, *never* kicks out at bottom. Come morning, a shake and a pull freshen it. If you rotate sheets, combine two of this style sheet, one for bottom, one for top. Twin-bed and double-bed sizes.

NOW SALE PRICED!



Fitted Top Sheets—Colored!

You have a choice of *seven* colors in Cannon's fitted top sheet, too. They'll add color to your bedroom. Stock up on these, and all the other Cannon Percales you need, now during August White Sales at your favorite store. Twin-bed and double-bed sizes.

NOW SALE PRICED!

CANNON

COMBSPUN* PERCALE SHEETS
AND MATCHING PILLOW CASES



*REG. U. S. PAT. OFF. • COPR. 1953 CANNON MILLS, INC., N. Y. 13, N. Y. • CANNON TOWELS • STOCKINGS • BEDSPREADS



FITTED



REGULAR

PHILLIPS

Milk of Magnesia

**GENTLE
LAXATIVE
EFFECTIVE
ALKALIZER**

Temporary constipation is usually accompanied by acid indigestion—yet most laxatives act on irregularity alone. But Milk of Magnesia does more. It relieves both conditions... gives you more complete relief. So use Phillips' Milk of Magnesia—the best laxative money can buy.



Don't Gamble!

use the only deodorant with

**"Action-Proof"
Protection!**

Your most effective deodorant for checking perspiration—stopping odor. Only Odo-Re-No has new "Action-Proof" formula! Superior in every way! Use daily for complete 24 hour protection.

People on-the-go use

ODO·RO·NO

**Special
Offer!**

Send name, address, plus 10¢ for regular 25¢ Cream to Northam Warren Corp., Dept. A5, Stamford, Conn.



HERMAN HOLIDAY IS REHABILITATION OFFICER

INDOCHINA CONTINUED

and know it. It is unforgivable to be on a losing team and to know it and to do nothing about it.

"You can't buy friendship. I've seen millions on millions of dollars given away for aid projects... and I know of not one man whose friendship or respect or trust was won through the money itself. The few real friends made for our country were made because of the efforts of individual Americans and the way they met the foreigner. There are not too many, believe me."

Dr. Gaar pointed out that in trying to understand the problems of Indochina he immediately confronted the figure of the colonial Frenchman and his control over the local economy: "I ran into him first while working on a program for sending highly qualified students and technicians outside the country for more schooling and training. After the training periods were finished and the men began returning home, I started receiving disquieting reports. Many of these men were being fired from their jobs—too many to write off as being just victims of fate or normal government turn-overs. Applications for overseas training opportunities also fell off noticeably. On checking into the matter I found that a high percentage of the trainees, doctors, mining engineers, radio technicians, veterinarians and public works engineers had lost their jobs within the government, had been put on six months' leave of absence without pay, or, in the case of one economics official who was due to leave for America, had been clearly warned that to accept the trip abroad would mean that he would have to resign his post prior to leaving Indochina, and that if he did go his family would be cut off from all allowance support during his absence. Naturally he had no choice. Today it is getting very difficult to find qualified technicians for advanced training abroad. I now refuse to have anything more to do with sending a man to the States for training or schooling.... The man runs too grave a risk of losing his job. We assume it is because of his association with Americans. We know of no other reason. In thinking of the economic future of Indochina one fact stands out above all others: it is an extremely rich country. There is a vast, fertile, plateau belt running through the country which is underpopulated and untouched by the plow. Grains and fruit crops could be grown there with very little effort. Indochina has considerable natural resources. Her people can be entirely self-supporting.

"Despite the grip of the French and despite our own American attitude of shoving what we think is best for them down their throats, the character of the Indochinese people is a continuing source of surprise and admiration for me. Their farmers have real integrity. Many of them have told me they want no charity; they want the opportunity to buy their own tools and equipment. On one recent trip into the country I found, among a group of farmers, a couple who astonished me by bringing up 'trade not aid' and pointed to a campaign picture of President Eisenhower that they had stuck on a wall. I'm convinced that the future welfare of Indochina depends on three points: 1) independent statehood, 2) more emphasis on technical education, 3) more trade, less aid. In fact, by George, I think that these things will fix up Indochina."

MORE MEN SMOKE



Prince Albert

than
any other
smoking
tobacco



H. J. Reynolds
Tobacco Co.,
Winston-Salem, N. C.

5¢ Kool-Aid

Makes 2 Qts.

BUY 6 Pkgs... SAVE

Save on soft drinks. A 5¢ package of Kool-Aid makes 2 quarts. Children love it. Keep in ice box by the pitcher full. 5¢ delicious flavors. **BUY SIX and SAVE!**



*Life Goes
to a*



AT LISBON AIRPORT, where party was greeted by dancing girls, Hilton, wearing Portuguese cap, returns to plane for the hop to Madrid.

Fancy Madrid Hotel Opening

U.S. GUESTS LAUNCH HILTON'S LATEST

When the Castellana Hilton opened in Madrid a fortnight ago, its imported equipment was not in good shape, but the imported guests were. Flown over in two planes chartered by Conrad Hilton to celebrate the opening of his first European hotel, they arrived to find scaffolding in the courtyard, rugs being patched and wet paint on the walls. Cheerfully they hiked downstairs when elevators jammed, ignored a breakdown of the phone system, which collapsed when calls for Gary Cooper choked the switchboard, and when the lights went out they happily adjusted themselves to candelabra borrowed from a nearby undertaker. The 300-room hotel, most modern in the country, was built by Spanish capitalists for \$3 million and leased to Hilton in hopes that his kind of service would bring tourists to Spain. Hilton took the opening troubles calmly. He saw that his guests had their fill of champagne and flamenco dancing, and a taste of bullfighting (p. 97). Then he flew them back to the U.S. and looked forward happily to his opening in Istanbul next summer.



HUGGING HILTON, Mary Martin, who pleased most and other guests by singing for her supper, kicks up heels at banquet in new hotel's ballroom



HOLDING HAND of Dominguito, Spain's top bullfighter, Mary sings *My Heart Belongs to Daddy*. The shy matador refused to sing with her.

Cooling, Refreshing Palmolive After-Shave Lotion Soothes Your Face from Shave to Shave!



REFRESHES AND INVIGORATES! Your face feels extra cool and clean the moment you use Palmolive After-Shave Lotion! Takes the sting out of the closest shave—helps prevent infection of tiny nicks and cuts.

SOOTHES FROM SHAVE TO SHAVE! Tests prove that Palmolive After-Shave's emollient ingredient penetrates outer skin surface to help keep your face feeling comfortable and soothed till your next shave—24 hours later!

IT'S A GREAT UNDERARM DEODORANT, TOO! Here's the ideal combination for a man's deodorant. One: Bracing, outdoor aroma. Two: A special ingredient to destroy bacteria that cause odor. Try it—tomorrow!

Cools in Seconds... Soothes for Hours!



FOUND



—a better way to give your dog chewing exercise he needs plus food he thrives on—MILK-BONE Dog Biscuits! Wholesome, concentrated nourishment in each biscuit makes this a fine food for your dog.

Whatever your dog eats he NEEDS MILK-BONE DOG BISCUITS, too!

MILK-BONE products contain nutrients your dog needs: Vitamins A, B₁, B₂, D and E; Meat Meal; Milk; Fish Liver Oil; Wheat Germ; Whole Wheat Flour; Minerals. Plus Chlorophyllin.

Chlorophyllin



MILK-BONE
HEALTHY DOG BISCUITS
Guaranteed by
Good Housekeeping

National Biscuit Company, Dept. L-8
Milk Bone Bakery
444 E. 19th St., New York 9, N. Y.
Send me free MILK-BONE DOG BISCUITS. Also the
let "How to Care for and Feed Your Dog." (Paste
coupon on postcard if you wish.)

Name _____
Address _____
City and State _____

This offer good in United States only
NATIONAL BISCUIT COMPANY

HEAR
HERITAGE
The Radio Show based on
LIFE'S PICTURE HISTORY
OF WESTERN MAN
American Broadcasting Company
Every Thursday, 8:30 P. M. (E.D.T.)

ORDINARY
HEADACHE
FEEL BETTER FAST!
BAYER
ASPIRIN

FOR THE
WHITEST
SHOES

SAFEST FOR BABY!!
HOLLYWOOD
sani-white
AT LEADING CHAIN AND
INDEPENDENT STORES

FOR DRY,
PARCHED
Lips
Sun-chapped
ChapStick
THE ANTISEPTIC LIP BALM

Hotel CONTINUED

HEADACHES FOR THE HOST



BALKY ELEVATORS broke down when guests arrived. Only one was restored to off-and-on service during week, so guests often hiked upstairs.



SMOKE AND SEWING kept staff busy. Soot from low grade coal sifted into upper rooms. Rugs (right), too narrow for halls, had to be woven wider.



UNFINISHED SCULPTURE, jumble of legs, arms, torsos and urns, was still being chipped at by workmen an hour before unveiling at banquet (p. 92)

CONTINUED ON PAGE 92

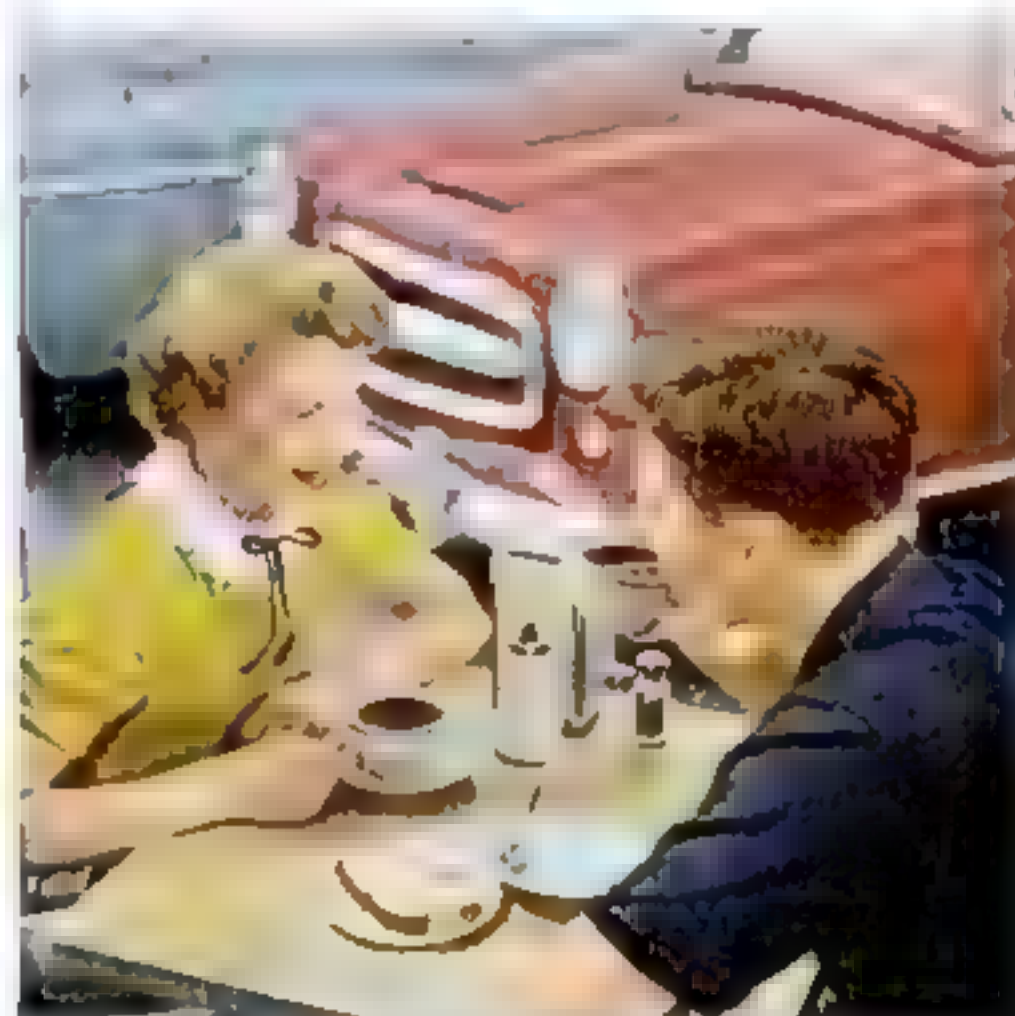


DRIVE SAFER!...When you head the family car on the open road, remember this safety slogan: "Give yourself a 'Coffee-Stop' — stay alert and stay alive!" Coffee's gentle stimulation combats drowsiness and fatigue. You'll be faster on the brake, more skilful at the wheel. You'll make *sure* you're alert — when you make a "Coffee-Stop!"

—make your
Coffee-break
a
"Coffee-stop"!



DRIVE BETTER!...America's truck drivers never fail to make a frequent "Coffee-Stop!" And these "knights of the highway" hold a safety record all drivers can envy. Take their tip for efficiency—make driving easier. Make a "Coffee-Stop!"



DRIVE RIGHT!...Ten-ton truck or two-seater, most drivers make fifty driving decisions an hour! To help *you* observe the right speed, make the right signals, drive right all the way—enjoy coffee's cheerful lift. Make a "Coffee-Stop!"



—give yourself a 'Coffee-stop'—stay alert and stay alive!

The pace is accelerated

Before the World Wars, a very small sector of American society virtually dictated manners and fashions. When changes came, they came slowly. Today the pace is accelerated, in many different ways.

President Eisenhower chooses a Homburg for the inauguration and immediately that headgear is elevated to correct daytime formal wear . . . Mrs. Eisenhower's bangs start a fashion that sweeps the country . . . a girl on the cover of *LIFE* wears a stole and women the world over flood the fashion markets for duplicates.

I clipped and filed pictures of all of these significant events from my copy of *LIFE*, as I have so many others.

For me, *LIFE* mirrors well and quickly the ever-changing social pattern of America. As a "social historian" I must be alert to these changes. Many sections of my book were written with *LIFE* clips before me.

Other pages of *LIFE* that I've cut and saved are the recent ones on kitchens. As *LIFE* so well understands, the American home, too, is undergoing a great physical change because of our many social and economic pressures. The kitchen is expanding, becoming once again a focal point in the home.

I myself am building one of these big, friendly kitchens, with *LIFE*'s pictures to inspire me and my architect.

Throughout my book, there is much about food. I feel that a sound, practical and exploratory attitude toward it is one of the essences of gracious living.

And so I am happy whenever *LIFE* does one of its adventurous pieces on foods. I clipped the ones on herbs, on cheese dishes and on "flaming foods." I even clip *LIFE* food ads.

LIFE means much to me and my whole family. It is the pictorial pulse of America. For a constant social researcher, like me, it is vital weekly reading.

By **AMY VANDERBILT,**

Author of *Amy Vanderbilt's Complete Book of Etiquette*



GIRLS AND GARY LOSE BABY BULLFIGHTS



HIGH PASS BY SLOAN fools a heifer, Mrs. O'Dwyer having picked up the trick as ambassador's wife in Mexico. The guests had gone to bull breeder's ranch near Toledo.



LOW PASS BY HEIFER snags Jinx Falkenburg, the calf having taken her skirt for cape. She broke thumbnail and shoulder strap, did better after removing high heels.



MARY AND A MATADOR, Luis Miguel Dominguin (p. 93), spread a cape to lure on charging heifer. Dominguin, now retired after having been gored early this year,

at 27 has killed more than 2,000 bulls. Mary used her own cape in the arena, managed to look brave but said afterward that she had never been so scared in her life.

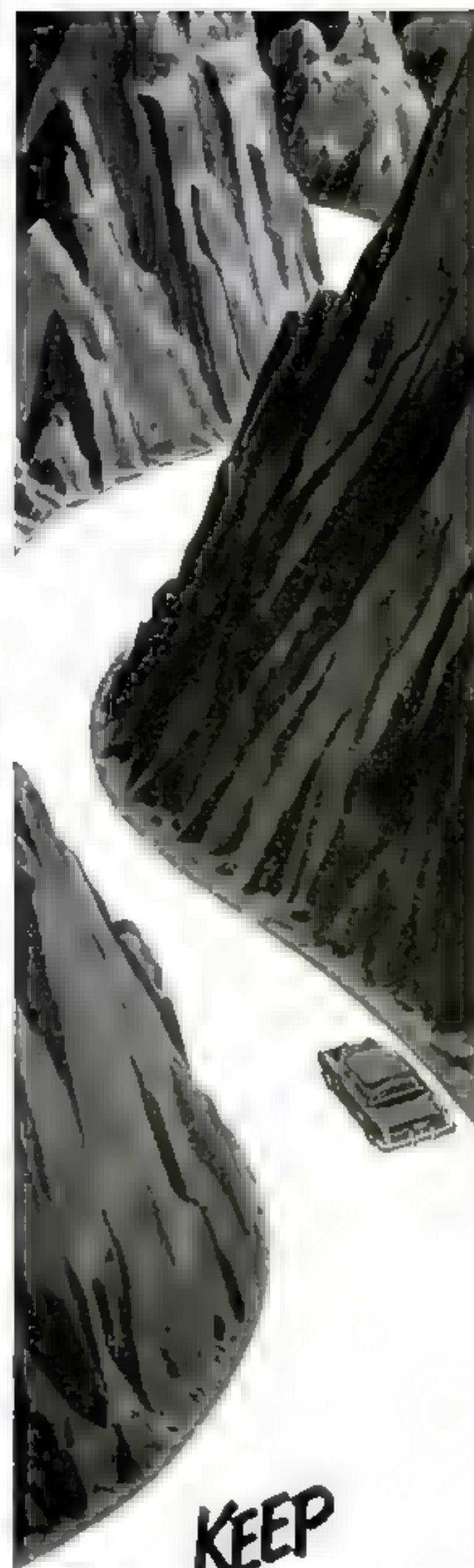


COOPER AND A CALF wrangled briefly. Gary, a cool hand at gunplay, was buffaloed by charge of burly, 200-pound heifer, fumbled with his cape, lost his glasses, then



high-tailed it for safety behind the barrier. He was treated with more respect by Spanish schoolboys who made him their hero after western, *High Noon*, opened in Madrid.

CONTINUED ON NEXT PAGE



the power you bought!

TAKE THE HILLS IN HIGH!
Squeeze out every ounce of power your car can produce... and get more trouble-free miles between changes, too. How? Just switch to a brand of 100% Pure Pennsylvania Motor Oil, made from Nature's finest crude oil.

ASK for a brand of

**100% Pure
PENNSYLVANIA
Motor Oil**

PENNSYLVANIA GRADE
CRUDE OIL ASSOCIATION
Oil City, Pennsylvania



New Formula "Scotch" Cellophane Tape sticks 6 times tighter!



HOLDS 8,000 TIMES ITS WEIGHT!

Revolutionary new fast-grub adhesive gives this tape amazing sticking power... it seals, holds, mends 6 times better than ever before!



Got plenty
of tape?



When you need it, you need it a *lot*—for sealing, for holding, for mending jobs of every kind. Get a roll of New Formula "Scotch" Cellophane Tape—and stick with it!

Insist on the
cellophane tape that
sticks 6 times tighter!

SCOTCH Brand

The finest cellophane tape we've ever made!



The term "Scotch" and the plaid design are registered trademarks for the more than 200 pressure-sensitive adhesive tapes made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul & Minn. also makers of "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotch-lite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives, General Exports 122 E. 42nd St., New York 17, N. Y. in Canada: London, Ont., Can. © 1953 3M Co.

Hotel CONTINUED



PLAYING POKER during transatlantic flight. Frances Neal, bouncy wife of Screen Star Van Heflin, was the big winner (\$350) in an all-night session.



PLAYING BULL with wicker souvenir, Mary Martin, back in U.S., sidles way down ramp at New York. Spanish kids play bullfighting in such masks.

THE SPAN OF TIME



1935 was a see-saw year. Shirley Temple danced upstairs (partner, "Bojangles" Robinson) while Primo Carnera, Max Baer and King Levinsky went down to defeat (opponent, the Brown Bomber). Hitler hoarsely preached peace while Germany brazenly rearmed; the League of Nations took steps to peace, failed to stop Mussolini's march on Ethiopia; and Britain's handsome Anthony Eden peddled peace all around Europe. Death snatched Will Rogers and Wiley Post from the Alaskan sky, Queen Astrid from an Alpine highway, Dutch Schultz from a Newark saloon, and Kingfish Huey Long from his throne in Louisiana. NRA's Blue Eagle got plucked by the Supreme Court, scores of batters got nowhere with Dizzy Dean, and millions of radio listeners got all hot and bothered over Father Coughlin. It was the era of boondoggling, Monopoly, chain letters, and the beginning of the end of the Great Depression. Then as now, to keep a level eye on what was happening, people turned to TIME. Here's what three long-TIME readers say today:



"I've been reading *TIME* for well over 20 years. It has the most up-to-date world-wise coverage of any magazine. Our entire household wouldn't be without it."

F. H. Caswell, Cambridge, Mass.



"I started reading *TIME* more than 25 years ago. It's like opening a new and larger window through which to see the world."

Sterling Beeson, Toledo, Ohio



"I bought the first issue of *TIME* out of curiosity. Since then *TIME* comes first in my reading—the one magazine I will never be without. It brings news to life through vivid writing and interpretation at the human level."

Isabel Greer, Los Angeles, Calif.

More people are reading *TIME* today than ever before. Some are college students; some are young businessmen; some are busy housewives. They're reading the most fascinating continuing story in all the world—the Story of the News—as told by

TIME THE WEEKLY NEWSMAGAZINE

a member of the family in America's best informed homes



BLITHEFUL ON THE EIFFEL

High in the wind-blown steelwork of the 1,008-foot Eiffel Tower, the city of Paris breathtakingly spread out below, a dreamy Frenchman put a fresh coat of paint on the third tallest structure in the world. To help keep him from

slipping he wore rope-soled cloth shoes. But otherwise, as he gracefully wielded his brush and languidly bent to the paint pot hung on the girder below, he maintained his dizzy perch only with a one-handed grip and a firm faith.



My dogs' sixth sense saved me

on Aletsch Glacier

1 "It sounded like rare sport when my guide suggested a *hundeskirennen* across Switzerland's mightiest glacier—but this dog-team run on skis turned into a hazardous race," writes an American friend of Canadian Club. "Unless we kept within the narrow marked safety lane, the guide warned, he wouldn't be responsible for the consequences. It was good sport—until I got the urge to race. I moved out to pass. Suddenly my huskies stopped in their tracks..."



2 "Dead ahead we found a gaping death trap. A snow bridge, weakened by the July sun, had collapsed to reveal a deep crevasse. Some canine instinct had warned the dogs of the danger I could never have seen in time to escape..."



3 "Cracking my whip, I hustled my sure-footed dogs back between the columns of red flags that showed the only safe route to skirt the glacier's crevasses. From there on I stayed in line... and remembered the old saying about a dog being man's best friend. Take it from me—nothing was ever more true..."



4 "I didn't breathe easy till afterward... when we got *inside* the glacier. Even there, at a bar carved from solid ice, I found that Canadian Club was no stranger."

5 "Ski enthusiasts come from all over to enjoy Aletsch Glacier's summer sport. Wherever they're from they know Canadian Club and prize it as much as I do."
Why this whisky's worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon.

Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long... in cocktails before dinner and tall ones afterward. There is *one and only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.

IN 87 LANDS... THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD

90.4 PROOF

IMPORTED WHISKY • MADE BY HIRAM WALKER

IMPORTED IN BOTTLE FROM CANADA BY HIRAM WALKER IMPORTERS INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.



YEARS AHEAD OF THEM ALL



Don't you want to
try a cigarette
with a record like this?

Rhonda Fleming

CHESTERFIELD BEST FOR YOU

1. THE QUALITY CONTRAST between Chesterfield and other leading cigarettes is a revealing story. Recent chemical analyses give an index of good quality for the country's six leading cigarette brands.

*The index of good quality table —
a ratio of high sugar to low nicotine
— shows Chesterfield quality highest*

... 15% higher than its nearest competitor
and Chesterfield quality 31% higher than the
average of the five other leading brands.

2. A Report Never Before Made
About a Cigarette. For well over a year a
medical specialist has been giving a group of
Chesterfield smokers regular examinations every
two months. He reports ...

*no adverse effects to nose, throat and
sinuses from smoking Chesterfield.*

3. First to Give You Premium Quality
In Regular and King-size ... much milder
with an extraordinarily good taste — and for
your pocketbook, Chesterfield is today's best
cigarette buy.

